



# STIC Search Report

## EIC 3700

STIC Database Tracking Number: 129721

**TO: Kurt Fernstrom**  
**Location: cp2 10b14**  
**Art Unit: 3712**  
**Monday, August 16, 2004**

**Case Serial Number: 09/812376**

**From: Emory Damron**  
**Location: EIC 3700**  
**CP2-2C08**  
**Phone: 305-8587**

**Emory.Damron@uspto.gov**

### Search Notes

Dear Kurt,

Please find below an inventor search in the bibliographic and full-text foreign patent files, as well as keyword searches in the patent and non-patent literature files, both bibliographic and full text.

References of potential pertinence have been tagged, but please review all the packets in case you like something I didn't.

In addition to searching on Dialog, I also searched Google.com and EPO/JPO/Derwent.

I found some patented art which may help, plus internet printouts of retail chains which use some of these marketing concepts, Home Expo and Stew Leonard's. Please contact me if I can refocus or expand any aspect of this case, and please take a moment to provide any feedback (on the form provided) so EIC 3700 may better serve your needs.

Sincerely,

Emory Damron

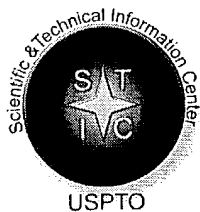
Technical Information Specialist

EIC 3700, US Patent & Trademark Office

Phone: (703) 305-8587/ Fax: (703) 306-5915

[Emory.damron@uspto.gov](mailto:Emory.damron@uspto.gov)





# STIC Search Results Feedback Form

**EIC 3700**

Questions about the scope or the results of the search? Contact *the EIC searcher* or contact:

John Sims, EIC 3700 Team Leader  
308-4836, CP2-2C08

## Voluntary Results Feedback Form

➤ I am an examiner in Workgroup: 3712 Example: 3730

➤ Relevant prior art **found**, search results used as follows:

- ☐ 102 rejection
- ☐ 103 rejection
- ☐ Cited as being of interest.
- ☐ Helped examiner better understand the invention.
- ☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

- ☐ Foreign Patent(s)
- ☐ Non-Patent Literature  
(journal articles, conference proceedings, new product announcements etc.)

➤ Relevant prior art **not found**:

- ☐ Results verified the lack of relevant prior art (helped determine patentability).
- ☐ Results were not useful in determining patentability or understanding the invention.

Comments:

Drop off or send completed forms to STIC/EIC3700 CP2 2C08



SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Kurt Forstman Examiner #: 75063 Date: 8/14/01  
Art Unit: 3712 Phone Number 305-6363 Serial Number: 09/812,376  
Mail Box and Bldg/Room Location: CPE 60814 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

\*\*\*\*\*  
Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Specialized Merchandising System  
Inventors (please provide full names): Andrew Mercer

Earliest Priority Filing Date: 3/20/01

\*For Sequence Searches Only\* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

*see attached (claims amended)*

*PG PUB  
2002/138367*

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STAFF USE ONLY		Type of Search	Vendors and cost where applicable
Searcher: <u>Emory Darnell</u>	NA Sequence (#) _____	STN _____	
Searcher Phone #: <u>305 5587</u>	AA Sequence (#) _____	Dialog <u>x</u> <u>1718.36</u>	
Searcher Location: <u>CPE 208</u>	Structure (#) _____	Questel/Orbit _____	
Date Searcher Picked Up: <u>8/13/04 (115)</u>	Bibliographic <u>x</u>	Dr.Link _____	
Date Completed: <u>8/16/04 1045</u>	Litigation _____	Lexis/Nexis _____	
Searcher Prep & Review Time: <u>300m</u>	Fulltext <u>x</u>	Sequence Systems _____	
Clerical Prep Time: <u>0</u>	Patent Family _____	WWW/Internet <u>x</u>	
Online Time: <u>300m</u>	Other _____	Other (specify) _____	

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- ☐ **SKEWED/SLANTED IMAGES**
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Set	Items	Description
S1	1	AU=(MEURER A? OR MEURER, A?)
S2	0	ANDREW(2N)MEURER
S3	1118076	MERCHANDIS? OR MERCHANDIZ? OR MARKET? OR POINT(2W)SALE OR - RETAIL? OR GROCER? OR SUPERMARKET? OR STORE? OR SHOP?
S4	1259747	IC=(G06F? OR G09B? OR E04H?)
S5	1	S1:S2 AND S3:S4

? show files

File 347:JAPIO Nov 1976-2004/Apr(Updated 040802)

(c) 2004 JPO & JAPIO

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200451

(c) 2004 Thomson Derwent

?

5/3,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

*This APPLICATION*

014911484 \*\*Image available\*\*  
WPI Acc No: 2002-732190/200279  
XRPX Acc No: N02-577339

Specialized merchandising system for retail establishments, has  
multipurpose customer interaction center and partitioned section with  
interior designs and colors reflecting characteristics of several  
customer groups

Patent Assignee: MEURER A P (MEUR-I)

Inventor: MEURER A P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020138367	A1	20020926	US 2001812376	A	20010320	200279 B

Priority Applications (No Type Date): US 2001812376 A 20010320

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020138367	A1	6	G06F-017/60	

Specialized merchandising system for retail establishments, has  
multipurpose customer interaction center and partitioned section with  
interior designs and colors reflecting...

Inventor: MEURER A P

Abstract (Basic):

... The specialized merchandising system has several partitioned  
sections and a multipurpose customer interaction center (20) with  
several computer...

... Specialized merchandising system in retail establishments  
including grocery stores , department stores , supermarkets ,  
wholesale clubs, etc...

...customers of all age groups having unique personal interests, in one  
location, hence provides pleasant shopping experience for the  
customers. Offers product and services to meet most of the needs of...

...The figure illustrates a floor plan for merchandising system...

...Title Terms: MERCHANDISE ;

International Patent Class (Main): G06F-017/60

Set	Items	Description
S1	0	AU=(MEURER A? OR MEURER, A?)
S2	0	ANDREW(2N)MEURER
S3	548571	MERCHANDIS? OR MERCHANDIZ? OR MARKET? OR POINT(2W)SALE OR - RETAIL? OR GROCER? OR SUPERMARKET? OR STORE? OR SHOP?
S4	138783	IC=(G06F? OR G09B? OR E04H?)

? show files

File 348:EUROPEAN PATENTS 1978-2004/Aug W02  
(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040805,UT=20040729  
(c) 2004 WIPO/Univentio

?

Set	Items	Description
S1	29	AU=(MEURER A? OR MEURER, A?)
S2	0	ANDREW(2N)MEURER
S3	3365896	MERCHANDIS? OR MERCHANDIZ? OR MARKET? OR POINT(2W)SALE OR - RETAIL? OR GROCER? OR SUPERMARKET? OR STORE? OR SHOP?
S4	0	S1:S2 AND S3

? show files

File 1:ERIC 1966-2004/Jul 21  
(c) format only 2004 The Dialog Corporation

File 2:INSPEC 1969-2004/Aug W1  
(c) 2004 Institution of Electrical Engineers

File 6:NTIS 1964-2004/Aug W3  
(c) 2004 NTIS, Intl Cpyrght All Rights Res

File 7:Social SciSearch(R) 1972-2004/Aug W2  
(c) 2004 Inst for Sci Info

File 8:Ei Compendex(R) 1970-2004/Aug W1  
(c) 2004 Elsevier Eng. Info. Inc.

File 11:PsycINFO(R) 1887-2004/May W5  
(c) 2004 Amer. Psychological Assn.

File 34:SciSearch(R) Cited Ref Sci 1990-2004/Aug W2  
(c) 2004 Inst for Sci Info

File 35:Dissertation Abs Online 1861-2004/May  
(c) 2004 ProQuest Info&Learning

File 48:SPORTDiscus 1962-2004/Aug  
(c) 2004 Sport Information Resource Centre

File 50:CAB Abstracts 1972-2004/Jul  
(c) 2004 CAB International

File 65:Inside Conferences 1993-2004/Aug W2  
(c) 2004 BLDSC all rts. reserv.

File 94:JICST-EPlus 1985-2004/Jul W3  
(c)2004 Japan Science and Tech Corp(JST)

File 95:TEME-Technology & Management 1989-2004/Jun W1  
(c) 2004 FIZ TECHNIK

File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Jul  
(c) 2004 The HW Wilson Co.

File 111:TGG Natl.Newspaper Index(SM) 1979-2004/Aug 11  
(c) 2004 The Gale Group

File 121:Brit.Education Index 1976-2004/Q2  
(c) 2004 British Education Index

File 142:

File 233:Internet & Personal Comp. Abs. 1981-2003/Sep  
(c) 2003 EBSCO Pub.

File 256:TecInfoSource 82-2004/Jul  
(c)2004 Info.Sources Inc

File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 1998 Inst for Sci Info

File 437:

File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02  
(c) 2001 THE NEW YORK TIMES

File 474:New York Times Abs 1969-2004/Aug 12  
(c) 2004 The New York Times

File 475:Wall Street Journal Abs 1973-2004/Aug 12  
(c) 2004 The New York Times

File 481:DELPHE Eur Bus 95-2004/Jul W4  
(c) 2004 ACFCI & Chambre CommInd Paris

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

?



Set	Items	Description
S1	0	AU=(MEURER A? OR MEURER, A?)
S2	9	ANDREW(2N)MEURER
? show files		
File	9:	Business & Industry(R) Jul/1994-2004/Aug 12 (c) 2004 The Gale Group
File	15:	ABI/Inform(R) 1971-2004/Aug 12 (c) 2004 ProQuest Info&Learning
File	16:	Gale Group PROMT(R) 1990-2004/Aug 13 (c) 2004 The Gale Group
File	20:	Dialog Global Reporter 1997-2004/Aug 13 (c) 2004 The Dialog Corp.
File	47:	Gale Group Magazine DB(TM) 1959-2004/Aug 13 (c) 2004 The Gale group
File	80:	TGG Aerospace/Def.Mkts(R) 1986-2004/Aug 13 (c) 2004 The Gale Group
File	88:	Gale Group Business A.R.T.S. 1976-2004/Aug 12 (c) 2004 The Gale Group
File	141:	Readers Guide 1983-2004/Jul (c) 2004 The HW Wilson Co
File	148:	Gale Group Trade & Industry DB 1976-2004/Aug 13 (c)2004 The Gale Group
File	160:	Gale Group PROMT(R) 1972-1989 (c) 1999 The Gale Group
File	275:	Gale Group Computer DB(TM) 1983-2004/Aug 13 (c) 2004 The Gale Group
File	436:	Humanities Abs Full Text 1984-2004/Jul (c) 2004 The HW Wilson Co
File	476:	Financial Times Fulltext 1982-2004/Aug 13 (c) 2004 Financial Times Ltd
File	482:	Newsweek 2000-2004/Aug 12 (c) 2004 Newsweek, Inc.
File	484:	Periodical Abs Plustext 1986-2004/Aug W1 (c) 2004 ProQuest
File	570:	Gale Group MARS(R) 1984-2004/Aug 13 (c) 2004 The Gale Group
File	609:	Bridge World Markets 2000-2001/Oct 01 (c) 2001 Bridge
File	610:	Business Wire 1999-2004/Aug 13 (c) 2004 Business Wire.
File	613:	PR Newswire 1999-2004/Aug 13 (c) 2004 PR Newswire Association Inc
File	621:	Gale Group New Prod.Annou.(R) 1985-2004/Aug 13 (c) 2004 The Gale Group
File	634:	San Jose Mercury Jun 1985-2004/Aug 12 (c) 2004 San Jose Mercury News
File	635:	Business Dateline(R) 1985-2004/Aug 12 (c) 2004 ProQuest Info&Learning
File	636:	Gale Group Newsletter DB(TM) 1987-2004/Aug 13 (c) 2004 The Gale Group
File	646:	Consumer Reports 1982-2004/Jul (c) 2004 Consumer Union
File	649:	Gale Group Newswire ASAP(TM) 2004/Aug 10 (c) 2004 The Gale Group
File	809:	Bridge World Markets News 1989-1999/Dec 31 (c) 1999 Bridge
File	810:	Business Wire 1986-1999/Feb 28 (c) 1999 Business Wire
File	813:	PR Newswire 1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc



2/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

2143899 Supplier Number: 02143899 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Unusual Suspects**

(Megabrand movie-ties have become commonplace, but now studios are pairing with auto aftermarket retailers, tourism bureaus, ethnic beauty products, dating services and other unusual pairings)

Brandweek, v XXXIX, n 19, p 28+

May 11, 1998

DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2251

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...in the film, which was a side benefit and not contractual, said Luvs brand manager **Andrew Meurer** ). Barney, Baby Bop and BJ are printed on the diaper's fastener strips, and character...

2/3,K/2 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01641381 02-92370

**Unusual Suspects**

Stanley, T L

Brandweek v39n19 PP: 28-32 May 11, 1998

ISSN: 1064-4318 JRNL CODE: IADW

WORD COUNT: 2215

...TEXT: in the film, which was a side benefit and not contractual, said Luvs brand manager **Andrew Meurer** ). Barney, Baby Bop and BJ are printed on the diaper's fastener strips, and character...

2/3,K/3 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05655169 Supplier Number: 50112798 (USE FORMAT 7 FOR FULLTEXT)

**Luvs and Barney Are a Team**

Supermarket Business, v53, n6, p44

June, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Magazine/Journal; Trade

Word Count: 270

... percent market share, third behind Pampers, also from P&G, and Kimberly-Clark's Huggies. **Andrew Meurer** , brand manager, says dollar sales of Luvs increased by about 30 percent in the last...

2/3,K/4 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

28931847 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Q1 2003 Realty Income Corporation Earnings Conference Call - Part 2  
FAIR DISCLOSURE WIRE  
May 01, 2003  
JOURNAL CODE: WFDW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 4906

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... ROSAVICH (ph): And was that in FFO or not? I apologize. I was off.  
PAUL MEURER : Yes, absolutely. ANDREW ROSAVICH (ph): It was? And did  
you also -- since that's noncash, did you also...

2/3,K/5 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10232947 SUPPLIER NUMBER: 20745598 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
SUSPECTS.  
Stanley, T.L.  
Brandweek, v39, n19, p29(1)  
May 11, 1998  
ISSN: 1064-4318 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2417 LINE COUNT: 00194

... in the film, which was a side benefit and not contractual, said  
Luvs brand manager Andrew Meurer ). Barney, Baby Bop and BJ are printed  
on the diaper's fastener strips, and character...

2/3,K/6 (Item 1 from file: 484)  
DIALOG(R)File 484:Periodical Abs Plustext  
(c) 2004 ProQuest. All rts. reserv.

03732608 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Unusual Suspects  
Stanley, T L  
Brandweek (IADW), v39 n19, p28-32, p.4  
May 11, 1998  
ISSN: 1064-4318 JOURNAL CODE: IADW  
DOCUMENT TYPE: Feature  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2215

TEXT:  
... in the film, which was a side benefit and not contractual, said  
Luvs brand manager Andrew Meurer ). Barney, Baby Bop and BJ are printed  
on the diaper's fastener strips, and character...

2/3,K/7 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2004 The Gale Group. All rts. reserv.

01667136 Supplier Number: 50112798 (USE FORMAT 7 FOR FULLTEXT)  
Luvs and Barney Are a Team  
Supermarket Business, v53, n6, p44  
June, 1998

ISSN: 0196-5700  
Language: English Record Type: Fulltext  
Article Type: Article  
Document Type: Magazine/Journal; Trade  
Word Count: 270

... percent market share, third behind Pampers, also from P&G, and Kimberly-Clark's Huggies. **Andrew Meurer**, brand manager, says dollar sales of Luvs increased by about 30 percent in the last...

---

2/3,K/8 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

2025132 48360459  
**ENTERPRISE INSIGHT**  
Anonymous  
Cincinnati Enquirer pE03  
Jan 23, 2000  
WORD COUNT: 862  
DATELINE: Cincinnati Ohio

TEXT:

...with how best to address one client's needs for new ideas. During discussions with **Andrew Meurer**, Pampers Premium brand manager for P&G, she asked whether she could assemble a group...

...from left) Deb Delev, Wendy Ellis-Gardner and Nancy Todys (far right), meet with client **Andrew Meurer**, a Procter & Gamble brand manager.

---

2/3,K/9 (Item 2 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0933153 98-94692  
**Barney picks a new diaper: P&G's Luvs**  
Larkin, Patrick  
Cincinnati Post (Cincinnati, OH, US) p7.C

PUBL DATE: 980430  
WORD COUNT: 340  
DATELINE: Cincinnati, OH, US, North Central

TEXT:

...placement efforts by P&G but grew out of the company's promotional efforts, said **Andrew Meurer**, Luvs brand manager.

"We've enjoyed a great relationship with Barney - we're each helping..."

---

Set	Items	Description
S1	1094519	RETAIL? OR MARKET? ? OR STORE? OR SHOP? ? OR SUPERMARKET? - OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S2	29981	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TE- CHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARK- ET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W)SALE?)
S3	2550444	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S4	1916317	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL() PLACE?
S5	91266	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR I- NDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST?)
S6	136275	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE()GOE- R? OR STOREGOER? OR CLIENT?
S7	24008	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (C- USTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR T- AILORMA?
S8	46318	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE()TE- EN? OR YOUTH? OR YOUNGSTER?
S9	24942	YOUNG()PEOPL? OR KINDERGARTEN? OR DAYCARE? OR DAY()CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S10	924707	COMPUTER? ? OR CPU OR CPUS OR CENTRAL()PROCESS? OR PROCESS- ?()UNIT?
S11	1000143	WORKSTATION? OR WORK()STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S12	109688	INTERNET? OR ONLINE? OR WORLD()WIDE()WEB OR ELECTRONIC() (S- HOPPING OR COMMERCE OR BUSINESS)
S13	1158	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN?()SERVIC? OR (PUBLIC OR GUEST) ()SPEAKER?
S14	351603	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S15	64292	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S16	588519	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR FURNISHING? - OR TOY OR TOYS
S17	184186	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR CLOTHES OR FA- SHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S18	1259747	IC=(G06F? OR G09B? OR E04H?)
S19	1863	S1 AND S2 AND S3:S4
S20	1327	S19 AND S18
S21	1863	S19:S20
S22	10	S21 AND S5
S23	31	S21 AND S7
S24	631	S21 AND S6
S25	1863	S24 OR S21
S26	1156	S25 AND S10:S12
S27	44	S26 AND S13:S17(10N)S3:S4
S28	73	S26 AND S13:S17 AND S3:S4 AND (S6 OR S8:S9)
S29	68	S28 AND S18
S30	125	S22:S23 OR S27:S29
S31	125	IDPAT (sorted in duplicate/non-duplicate order)

? show files

File 347:JAPIO Nov 1976-2004/Apr(Updated 040802)

(c) 2004 JPO & JAPIO

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200451

(c) 2004 Thomson Derwent

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31/3,K/3 (Item 3 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
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014667045 \*\*Image available\*\*

WPI Acc No: 2002-487749/200252

Related WPI Acc No: 1999-167584; 1999-167585; 1999-167590; 1999-167598;

2002-462439; 2003-605354; 2003-786595; 2003-898906; 2003-901141;

2003-901143

XRPX Acc No: N02-385382

Digital department system for commercial sales outlet, has preview unit  
which provides sensory output corresponding to designated files  
transmitted from network management center

Patent Assignee: QORVIS MEDIA GROUP INC (QORV-N)

Inventor: STERN M R

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6366914	B1	20020402	US 9755708	P	19970808	200252 B
			US 98130899	A	19980807	

Priority Applications (No Type Date): US 9755708 P 19970808; US 98130899 A  
19980807

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6366914	B1	22	H04M-011/00	Provisional application	US 9755708

Digital department system for commercial sales outlet, has preview unit  
which provides sensory output corresponding to designated files  
transmitted from network management center

Abstract (Basic):

... A communication network couples a network management center  
and a multimedia server (160) which stores the designated files as  
digitized files. A network node (150) coupled to the multimedia server  
, includes a preview unit which provides a sensory output corresponding  
to designated files transmitted from network management center to  
multimedia server through the network.

... An INDEPENDENT CLAIM is included for method of distributing  
promotional material to end client in commercial sales outlet...

...content such as video, audio, graphics, text, data and other types of  
information streams to consumers through commercial television and  
radio in commercial sales outlet such as departmental store ,  
convenience store , retail outlet, discount outlet, etc...

...Allows consumers to preview content, product demonstrations ,  
advertising, and other informational, entertainment, promotional  
content, automatically in response to consumer input...

...The figure shows an illustrative view of the digital department system  
...

...Multimedia server (160...

...Title Terms: DEPARTMENT ;

31/3,K/4 (Item 4 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

012361483 \*\*Image available\*\*

WPI Acc No: 1999-167590/199914

Related WPI Acc No: 1999-167584; 1999-167585; 1999-167598; 2003-898906;  
2003-901141; 2003-901143

XRPX Acc No: N99-122074

**Digital department system for distribution of audio-visual content  
regarding products to customers for in-store merchandising**

Patent Assignee: PICS PREVIEWS INC (PICS-N); QORVIS MEDIA GROUP INC  
(QORV-N)

Inventor: STERN M R

Number of Countries: 082 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9908203	A1	19990218	WO 98US16486	A	19980807	199914 B
AU 9889005	A	19990301	AU 9889005	A	19980807	199928
US 6366914	B1	20020402	US 9755708	P	19970808	200252
			US 98130899	A	19980807	

*Same  
as  
previous*

Priority Applications (No Type Date): US 9755708 P 19970808; US 98130899 A  
19980807

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 9908203	A1	E	66 G06F-017/00	

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9889005 A Based on patent WO 9908203

US 6366914 B1 22 H04M-011/00 Provisional application US 9755708

**Digital department system for distribution of audio-visual content  
regarding products to customers for in-store merchandising**

Abstract (Basic):

... Audio and video content are **stored** as digital files on a  
multimedia **server** (160) for distribution throughout a site via a  
network (125).

... A network operating **center** (120) is coupled to a network  
management **center** (10), and a multicast transmission medium couples  
the network operating **center** (120) and a multimedia **server** (160). A  
listening post is coupled to the multimedia **server** (160) by a network  
(125). One or more audio/video displays are capable of displaying video  
and playing audio, and are coupled to the multimedia **server** (160) by  
the network (125). The audio and video content are **stored** in  
digitized files (122) on the multimedia **server** (160) for distribution  
throughout the site via the network. INDEPENDENT CLAIMS are included  
for a **method** for distributing **promotional material** to a user in a  
commercial sales outlet, and a digital **department** system having an  
audiovisual display...

...and distributing audiovisual content related to given product content or  
advertising regarding the product, to **customers**, and allowing  
**customer** to **interactively** preview selected portions of the content  
...



...Allows **customers** to preview content, product **demonstrations**,  
advertising, and other informational, entertainment and **promotional**  
content, automatically in response to **consumer** inputs...

...The drawing shows a digital **department** system of the invention...

...Network management **center** (110...

...Network operations **center** (120...

...Title Terms: **DEPARTMENT** ;

International Patent Class (Main): G06F-017/00 ...

31/3,K/5 (Item 5 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014641735 \*\*Image available\*\*

WPI Acc No: 2002-462439/200249

Related WPI Acc No: 1999-167584; 1999-167585; 1999-167590; 1999-167598;  
2002-487749; 2003-605354; 2003-786595; 2003-898906; 2003-901141;  
2003-901143

XRPX Acc No: N02-364602

Digital department system for advertisement , includes listening  
post and audio and video display connected to multimedia server which  
stores digitized files of audio and video

Patent Assignee: STERN M R (STER-I); PRN CORP (PRNP-N)

Inventor: STERN M R

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20010052001	A1	20011213	US 9755708	P	19970808	200249 B
			US 98130900	A	19980807	
US 6553404	B2	20030422	US 9755708	P	19970808	200330
			US 98130900	A	19980807	

Priority Applications (No Type Date): US 9755708 P 19970808; US 98130900 A  
19980807

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20010052001	A1	23	G06F-017/60	Provisional application US 9755708

US 6553404 B2 G06F-013/00 Provisional application US 9755708

Digital department system for advertisement , includes listening  
post and audio and video display connected to multimedia server which  
stores digitized files of audio and video

Abstract (Basic):

... A network operating center is connected to a network  
management center , which is connected to a multimedia server by a  
multicasting transmission medium. A listening post and an audio and  
video display are connected to the server which stores digitized  
files of audio and video.

... An INDEPENDENT CLAIM is included for promotional material  
distributing method .

...Digital department system for advertising product using radio and  
television in department store , grocery shop , retail store  
and discount store .

...The department system allows consumers to preview content, product  
demonstrations , advertising, and other informational, entertainment,  
and promotional content, automatically, in response to consumer  
input. Offers customers entertainment and extensive product in a  
simple, easy to use format. System allows for the distribution of  
promotional and product content in multiple commercial sales outlets,  
such as a department store , grocery shop , retail store and  
discount store .

...The figure shows the schematic view of interactive system

...Title Terms: DEPARTMENT ;  
International Patent Class (Main): G06F-013/00 ...

... G06F-017/60  
International Patent Class (Additional): G06F-015/16

31/3,K/6 (Item 6 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2004 Thomson Derwent. All rts. reserv.

012361478 \*Image available\*\*

WPI Acc No: 1999-167585/199914

Related WPI Acc No: 1999-167584; 1999-167590; 1999-167598; 2003-898906;  
2003-901141; 2003-901143

XRPX Acc No: N99-122069

**Digital department system for distribution of audio-visual content  
regarding products to customers for in- store merchandising**

Patent Assignee: PICS PREVIEWS INC (PICS-N); STERN M R (STER-I); PRN CORP  
(PRNP-N)

Inventor: STERN M R

Number of Countries: 083 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9908194	A1	19990218	WO 98US16476	A	19980807	199914 B
AU 9886975	A	19990301	AU 9886975	A	19980807	199928
EP 1002274	A1	20000524	EP 98938449	A	19980807	200030
			WO 98US16476	A	19980807	
US 20010052001	A1	20011213	US 9755708	P	19970808	200249
			US 98130900	A	19980807	
US 6553404	B2	20030422	US 9755708	P	19970808	200330
			US 98130900	A	19980807	
US 6654757	B1	20031125	US 9755708	P	19970808	200378
			US 98130900	A	19980807	
			US 2000602559	A	20000623	

*Same  
as  
previous*

Priority Applications (No Type Date): US 9755708 P 19970808; US 98130900 A  
19980807; US 2000602559 A 20000623

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9908194 A1 E 148 G06F-013/00

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW

AU 9886975 A Based on patent WO 9908194

EP 1002274 A1 E Based on patent WO 9908194

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI  
LU MC NL PT SE

US 20010052001 A1 23 G06F-017/60 Provisional application US 9755708

US 6553404 B2 G06F-013/00 Provisional application US 9755708

US 6654757 B1 G06F-007/00 Provisional application US 9755708

Div ex application US 98130900

**Digital department system for distribution of audio-visual content  
regarding products to customers for in- store merchandising**

Abstract (Basic):

... Audio and video content are stored as digital files on a  
multimedia server (160) for distribution throughout a site via a  
network (125).

... A network operating center (120) is coupled to a network  
management center (10), and a multicast transmission medium couples  
the network operating center (120) and a multimedia server (160). A

listening post is coupled to the multimedia **server** (160) by a network (125). One or more audio/video displays are capable of displaying video and playing audio, and are coupled to the multimedia **server** (160) by the network (125). The audio and video content are **stored** in digitized files (122) on the multimedia **server** (160) for distribution throughout the site via the network. INDEPENDENT CLAIMS are included for a **method** for distributing **promotional material** to a user in a commercial sales outlet, and a digital **department** system having an audiovisual display...

...and distributing audiovisual content related to given product content or advertising regarding the product, to **customers**, and allowing **customer** to **interactively** preview selected portions of the content  
...

...Allows **customers** to preview content, product **demonstrations**, advertising, and other informational, entertainment and **promotional** content, automatically in response to **consumer** inputs...

...The drawing shows a digital **department** system of the invention...

...Network management **center** (110...

...Network operations **center** (120...

...Title Terms: **DEPARTMENT** ;

International Patent Class (Main): G06F-007/00 ...

... G06F-013/00 ...

... G06F-017/60

International Patent Class (Additional): G06F-015/16

31/3,K/33 (Item 33 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015493488 \*\*Image available\*\*  
WPI Acc No: 2003-555635/200352  
XRPX Acc No: N03-441310

Video data customization method in localized/mobile e-commerce through  
Internet, involves retrieving attribute data corresponding to user  
requested attribute of feature of object included in video data

Patent Assignee: BARNES M L (BARN-I)

Inventor: BARNES M L

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030065805	A1	20030403	US 2000606350	A	20000629	200352 B
			US 2002154016	A	20020523	

Priority Applications (No Type Date): US 2002154016 A 20020523; US  
2000606350 A 20000629

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

US 20030065805 A1 56 G06F-015/16 CIP of application US 2000606350

Video data customization method in localized/mobile e-commerce through  
Internet, involves retrieving attribute data corresponding to user...

Abstract (Basic):

... 1) advertising presentation method ; and...

...For customizing video data to be presented to portable user device  
during job offering service, toll payment...

...ship and airlines, traffic information providing service, auction  
service and purchasing of products from vender store location and  
shopping complex, in localized and mobile e-commerce applications  
through wired or wireless LAN, WAN and personal area network (PAN)  
including Internet...

...The figure shows the flowchart explaining the video data customization  
process...

...Title Terms: CUSTOMISATION ;

International Patent Class (Main): G06F-015/16

International Patent Class (Additional): G06F-015/173

C-1-P  
FILE  
DATE  
29 JUNE  
2000

31/3,K/35 (Item 35 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

LATE  
DATE

015441964 \*\*Image available\*\*  
WPI Acc No: 2003-504106/200347  
XRPX Acc No: N03-400264

Interactive advertising system includes distributed processor  
array which is operative with program stored in storage array to  
generate interactive poster on group display device  
Patent Assignee: FIELDS R M (FIEL-I); KEPHART A D (KEPH-I); LISESKI S J  
(LISE-I); STRUNK D D (STRU-I); BANK OF AMERICA CORP (BANK-N)  
Inventor: FIELDS R M; KEPHART A D; LISESKI S J; STRUNK D D  
Number of Countries: 100 Number of Patents: 003  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030078840	A1	20030424	US 2001330071	P	20011019	200347 B
			US 2002120451	A	20020412	
WO 200336415	A2	20030501	WO 2002US11376	A	20020412	200347
US 6708176	B2	20040316	US 2001330071	P	20011019	200420
			US 2002120451	A	20020412	

Priority Applications (No Type Date): US 2001330071 P 20011019; US  
2002120451 A 20020412

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030078840	A1	30	G06F-017/60	Provisional application	US 2001330071

WO 200336415 A2 E G06F-000/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA  
ZM ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

US 6708176 B2 G06F-017/30 Provisional application US 2001330071

Interactive advertising system includes distributed processor  
array which is operative with program stored in storage array to  
generate interactive poster on group display device

Abstract (Basic):

... A distributed processor array is operative with the program  
stored in program storage array to generate interactive poster on  
the group display device (10) and to configure the interactive poster  
in response to input from input device (30).

... 3) method for generating a customer order...

...For delivering advertisements and announcements to public in a targeted  
and interactive manner...

...Enables customers to make a favorable purchase or participation  
decision, effectively. Thereby, advertisement effect is improved.  
Enables...

...The figure shows the advertising and public announcement system .

...

...poster display area (20...

... computer system (40

International Patent Class (Main): G06F-000/00 ...

... G06F-017/30 ...

... G06F-017/60



31/3,K/45 (Item 45 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

LATE  
DATE

015191251 \*\*Image available\*\*  
WPI Acc No: 2003-251785/200325  
XRPX Acc No: N03-199898

Goods information provision method for marketing goods through  
internet , involves providing goods information in stores that are  
located in purchase area designated by customer

Patent Assignee: MATSUSHITA DENKI SANGYO KK (MATU )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2003030526	A	20030131	JP 2001211816	A	20010712	200325 B

Priority Applications (No Type Date): JP 2001211816 A 20010712

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003030526	A		7	G06F-017/60	

Goods information provision method for marketing goods through  
internet , involves providing goods information in stores that are  
located in purchase area designated by customer

Abstract (Basic):

... The input local information about the selling stores and goods  
information corresponding to the store , are recorded. When specified  
purchasing area is input by a customer , the goods information in a  
store located in the designated purchasing area is searched and  
output by an information providing device (4) according to a specific  
marketing...

... For marketing products such as foodstuffs , television, washing  
machine, refrigerator, air-conditioner, meat, fish, vegetables,  
clothes , miscellaneous goods, through internet .

...Title Terms: MARKET ;

International Patent Class (Main): G06F-017/60

31/3,K/54 (Item 54 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014997544 \*\*Image available\*\*  
WPI Acc No: 2003-058059/200305  
XREP Acc No: N03-045075

**Direct marketing materials customization method involves  
determining location of particular product in layout and using  
optimization model to customize layout**

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC )

Inventor: MOORE B W

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020143603	A1	20021003	US 2001766357	A	20010119	200305 B

Priority Applications (No Type Date): US 2001766357 A 20010119

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020143603	A1	15	G06F-017/60	

**Direct marketing materials customization method involves  
determining location of particular product in layout and using  
optimization model to customize layout**

Abstract (Basic):

... The **customers** are scored for each of the models developed to predict **customer** purchases. The specific layout **areas** are determined. A location of the layout where a particular product is to be placed is determined. An optimization model is used to **customize** the layout for the **customers** .

... 1). **Computer** program product for direct **marketing** material **customization** ; and...

...2) **Direct marketing material customizing system** .

...

...For **customizing** direct marketing or advertisement materials for **customers** , in network data processing system e.g. for intranet, LAN or WAN...

...Allows marketing business to increase the number of **customized** mailing, without an increase in design staff support and also enables marketers to increase the number of niche **markets** that can be addressed and maximizes the profit for **customer** .

...

...The figure shows a flowchart explaining the **marketing material customization process** .

...Title Terms: **MARKET** ;

International Patent Class (Main): G06F-017/60

31/3,K/58 (Item 58 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

*THIS APPLICATION*

014911484 \*\*Image available\*\*  
WPI Acc No: 2002-732190/200279  
XRPX Acc No: N02-577339

Specialized merchandising system for retail establishments, has  
multipurpose customer interaction center and partitioned section  
with interior designs and colors reflecting characteristics of  
several customer groups

Patent Assignee: MEURER A P (MEUR-I)

Inventor: MEURER A P

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020138367	A1	20020926	US 2001812376	A	20010320	200279 B

Priority Applications (No Type Date): US 2001812376 A 20010320

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 20020138367	A1	6	G06F-017/60	

Specialized merchandising system for retail establishments, has  
multipurpose customer interaction center and partitioned section  
with interior designs and colors reflecting characteristics of  
several customer groups

Abstract (Basic):

... The specialized merchandising system has several  
partitioned sections and a multipurpose customer interaction  
center (20) with several computer terminals. Products/services  
offered in each divided section, and the interior designs and  
colors of each section reflect characteristics of several groups  
of customer with respect to age, gender, race or personal interest.

... Specialized merchandising system in retail  
establishments including grocery stores, department stores,  
supermarkets, wholesale clubs, etc...

... Provides access to information and services accommodating the intended  
customers of all age groups having unique personal interests, in one  
location, hence provides pleasant shopping experience for the  
customers. Offers product and services to meet most of the needs of  
particular type of consumer.

... The figure illustrates a floor plan for merchandising system.

... Multipurpose customer interaction center (20)

... Title Terms: RETAIL;

International Patent Class (Main): G06F-017/60

31/3,K/71 (Item 71 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014525987 \*\*Image available\*\*  
WPI Acc No: 2002-346690/200238  
XRPX Acc No: N02-273158

Goods selling promotion system for use in departmental store ,  
controls display of customer information on display section of  
customer card, based on identification information stored in database

Patent Assignee: DAINIPPON PRINTING CO LTD (NIPQ )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2002063335	A	20020228	JP 2000249412	A	20000821	200238 B

Priority Applications (No Type Date): JP 2000249412 A 20000821

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2002063335	A		6	G06F-017/60	

Goods selling promotion system for use in departmental store ,  
controls display of customer information on display section of  
customer card, based on identification information stored in database

Abstract (Basic):

... A customer card (1) includes display section to display  
customer information. A database (26) stores ID information to  
specify the customer . A host computer (24) includes control  
section (23,31) to extract customer information from the database  
based on ID information stored in the database and to display  
customer information on display section of customer card.  
... For use in departmental store .  
...

...The effective goods selling activity is achieved by providing goods to  
customers according to customer 's desire, based on the customer  
information displayed on display section of customer card...

...The figure shows the block diagram of goods selling promotion system  
. (Drawing includes non-English language text....

... Customer card (1...

...Control section (23,31...

...Host computer (24

...Title Terms: DEPARTMENT ;

International Patent Class (Main): G06F-017/60

31/3,K/78 (Item 78 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014316881 \*\*Image available\*\*

WPI Acc No: 2002-137583/200218

**Entertainment** marketing system

Patent Assignee: BANG Y H (BANG-I); HUMANCROSS JH (HUMA-N)

Inventor: BANG Y H; BAHNG Y H

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001084521	A	20010906	KR 20009627	A	20000226	200218 B
KR 385809	B	20030602	KR 20009627	A	20000226	200361

Priority Applications (No Type Date): KR 20009627 A 20000226

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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KR 2001084521	A		1	G06F-017/60	
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KR 385809	B			G06F-017/60	Previous Publ. patent KR 2001084521
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**Entertainment** marketing system

...Abstract (Basic): NOVELTY - An entertainment **marketing system** is provided to expand entertainment business by managing dealings for creative works and managements of entertainers on line, and by extending **areas** for the dealings and the managements...

...plurality of databases(20) is constructed by processing data by entertainment fields. A plurality of **areas** (30) enables each user(40 approx. 42) to connect through the **Internet** (50) by entertainment fields and to take an active part. The main **server** (10) manages the databases(20) connected to the users(40 approx. 42) and a plurality of **areas** (30) in order for entertainers or persons related to entertainments to take an active part in related **areas** according to each **activity area**.

...Title Terms: **MARKET** ;

International Patent Class (Main): G06F-017/60

31/3,K/85 (Item 85 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.,

014159320 \*\*Image available\*\*  
WPI Acc No: 2001-643548/200174  
XRPX Acc No: N01-481536

Sales promotion system for use in retail store , has advertising  
medium production section which customizes advertising medium sample  
using goods information

Patent Assignee: SONY CORP (SONY )  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001256391	A	20010921	JP 200065194	A	20000309	200174 B

Priority Applications (No Type Date): JP 200065194 A 20000309

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2001256391	A		16	G06F-017/60	

Sales promotion system for use in retail store , has advertising  
medium production section which customizes advertising medium sample  
using goods information

Abstract (Basic):

... A transceiver receives the information from sample provision  
section and goods information providing section . An advertising  
medium production section customizes the advertising medium sample  
using goods information based on indication from the transceiver. An  
advertising medium distribution section distributes the customized  
advertising medium.

... a) Sales promotion assistance method ;  
(...

...For use in retail store .

...Title Terms: RETAIL ;

International Patent Class (Main): G06F-017/60

9 MAR 2000  
JAPANESE  
PRIORITY

31/3,K/99 (Item 99 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

013272777 \*\*Image available\*\*

WPI Acc No: 2000-444697/200039

XRPX Acc No: N00-331836

**Slotted upright for shop merchandising and display system has side walls with mounts for decorative inserts**

Patent Assignee: CIL INT LTD (CILI-N)

Inventor: WOODS N

Number of Countries: 090 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
GB 2345629	A	20000719	GB 99822	A	19990114	200039 B
WO 200041485	A2	20000720	WO 99GB4411	A	19991223	200039
AU 200018804	A	20000801	AU 200018804	A	19991223	200054
GB 2345629	B	20020619	GB 99822	A	19990114	200240

Priority Applications (No Type Date): GB 99822 A 19990114

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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GB 2345629	A		15	A47B-096/14	
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WO 200041485	A2 E			G09F-019/00	
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Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200018804	A		A47B-096/14	Based on patent WO 200041485
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GB 2345629	B		A47B-096/14	
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**Slotted upright for shop merchandising and display system has side walls with mounts for decorative inserts**

Abstract (Basic):

... The side walls have decorative insert mounts so that the inserts (4) can be mounted parallel to but spaced from...

...has slots for mounting of supports. The upright (1) is oval or elliptical in cross section.

... A slotted upright for a shop merchandising and display system, to provide a 'high-tech' metal, wood, coloured or combined effect...

...Good visual appearance, which can be readily changed to suit the design criteria of the shop. It can be used with or without the insert...

...The drawing shows a cross section through the upright...

...Title Terms: SHOP;

31/3,K/110 (Item 110 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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009527607 \*\*Image available\*\*

WPI Acc No: 1993-221147/199328

XRPX Acc No: N93-169478

Interactive **electronic** system for promoting **selected products** in department stores and similar venues - uses network of interactive terminals , departmental display screens and cash registers to inform customers and record and process sales and customer information.

Patent Assignee: EMQUAD INT DIV FRANCE SARL (EMQU-N)

Inventor: WRIGHT K

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
FR 2682502	A1	19930416	FR 9112715	A	19911010	199328 B

Priority Applications (No Type Date): FR 9112715 A 19911010

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
FR 2682502	A1	11	G06F-003/06	

Interactive **electronic** system for promoting **selected products** in department stores and similar venues...

...uses network of interactive terminals , departmental display screens and cash registers to inform customers and record and process sales and customer information.

...Abstract (Basic): The system consists of, first, the combination of one or more **interactive terminals** (2), display screens (3) installed in the store 's departments near products being promoted, and displaying static or moving images of them, and cash registers (4) equipped to rear the discount cards and print **personalised** messages on the backs of cash receipts...

...Each **terminal** (2) is provided with a screen (9), keyboard (10), a reader (11) of regular- **customer** discount cards (1) and a printer (12) to print **personalised** documents (13). The **interactive terminals** (2), **departmental** display screens and cash registers are all linked to a **computer** system (6). This is designed to help **customers** benefit from **promotions** , to record and **process** sales and **customer** details and to provide sales and **customer** statistics...

...ADVANTAGE - Enables **stores** to identify **customer** characteristics and preferences and to target them with goods being promoted...

...Title Terms: **DEPARTMENT** ;

International Patent Class (Main): G06F-003/06



Set	Items	Description
S1	519978	RETAIL? OR MARKET? ? OR STORE? OR SHOP? ? OR SUPERMARKET? - OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S2	56463	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TE- CHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARK- ET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W) (PURCHA- SE? OR SALE?))
S3	1027407	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S4	953474	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL() PLACE?
S5	120183	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR I- NDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST? OR DESCRIB? OR DESCRIP?)
S6	133934	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE() GOE- R? OR STOREGOER? OR CLIENT?
S7	95399	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (C- USTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR T- AILORMA?
S8	290639	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE() TE- EN? OR YOUTH? OR YOUNGSTER?
S9	28822	YOUNG() PEOPLE? OR KINDERGARTEN? OR DAYCARE? OR DAY() CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S10	343653	COMPUTER? ? OR CPU OR CPUS OR CENTRAL() PROCESS? OR PROCESS- ?() UNIT?
S11	363001	WORKSTATION? OR WORK() STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S12	91267	INTERNET? OR ONLINE? OR WORLD() WIDE() WEB OR ELECTRONIC() (S- HOPPING OR COMMERCE OR BUSINESS)
S13	1990	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN() SERVIC? OR (PUBLIC OR GUEST) () SPEAKER?
S14	388574	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S15	75353	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S16	162427	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR FURNISHING? - OR TOY OR TOYS
S17	250339	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR CLOTHES OR FA- SHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S18	138783	IC=(G06F? OR G09B? OR E04H?)
S19	30534	S1 AND S2 AND S3:S4
S20	8298	S19 AND S1(10N)S2
S21	194	S20 AND S3:S4(10N)S5
S22	160	S21 AND S10:S12
S23	61	S21 AND S18
S24	161	S22:S23
S25	20	S24 AND S6(10N)S7
S26	24	S24 AND S6(20N)S7
S27	24	S25:S26
S28	24	S27 AND (S8:S9 OR S13:S17)
S29	71	S23 OR S25:S28
S30	71	IDPAT (sorted in duplicate/non-duplicate order)

? show files

File 348:EUROPEAN PATENTS 1978-2004/Aug W02

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File 349:PCT FULLTEXT 1979-2002/UB=20040805,UT=20040729

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?

30/3,K/57 (Item 57 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00761429

METHODS, CONCEPTS AND TECHNOLOGY FOR A VIRTUAL SHOPPING SYSTEM CAPABLE OF  
ASSESSING NEEDS OF A CUSTOMER AND RECOMMENDING A PRODUCT OR SERVICE  
BASED ON SUCH ASSESSED NEEDS

PROCEDES, CONCEPTS ET TECHNOLOGIE POUR SYSTEME D'ACHAT VIRTUEL CAPABLE  
D'EVALUER LES BESOINS D'UN CLIENT ET DE RECOMMANDER UN PRODUIT OU UN  
SERVICE SUR LA BASE DE CES BESOINS

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Patent and Priority Information (Country, Number, Date):

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Application: WO 2000US14357 20000524 (PCT/WO US0014357)  
Priority Application: US 99321495 19990527

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 148469

Fulltext Availability:

Detailed Description  
Claims

Detailed Description

... manage

user access to web based applications with restricted access.

10 0 Fraud services - **methods** of verifying the identity of credit card  
users to reduce the amount of fraudulent credit card transactions.

" Mobile code security - protects corporate resources, **computer** files,  
confidential information, and corporate assets from possible mobile code  
attack.

'O E-mail content...

...network. This capability is essential for conducting business over an  
unsecured channel such as the **Internet** .

" Public key infrastructure - provides public-key encryption and digital

*(US) related but not  
equivalent to  
6536037;  
6519571;  
6473794*

signature services. The purpose of a...

...consider the use of a repository to enforce consistency across development efforts. A repository can **store** standard data, process, design, and development objects for use during application development **activities**. Developers then use these standard objects during implementation. As objects are defined once in the...of the tool? Engagement teams often chose a tool that can be used in other **areas** of the development environment. Many Engagement teams select data modeling tools that can double as...The challenge is to create such a repository. Most of the available tools on the **market** do not explicitly support this comprehensive concept of a repository.

The alternative is to.

96...

...export capabilities of the various repositories are key.

In many instances, content may not be **stored** directly in the repository and must be placed in storage. In this case, only a reference is **stored** in the repository.

When complete integration is achieved, the repository can serve as a communication...

...internal storage mechanism to design an access control scheme. For example, if data elements are **stored** in a particular directory, tools from the network operating system can be used to limit access to that directory. If data elements are **stored** in a particular table, tools from the DBMS can be used to limit rights to...versioning capabilities, is to maintain a shadow repository where previous versions of repository objects are **stored**. This only works for those repository objects whose maintenance is strictly controlled.

Creating and Changing...

...are usually provided with the repository. Storing the names of affected repository objects in an **area**-affected table can be useful when grouping change requests during assignment, or when defining a release. The **area**-affected table is also a valuable tool that can be used to facilitate migration from...

...hoc requests for the repository administrator.

Folder Management (104)

It is not always practical to **store** all information in the same repository. One reason for this is the repository's physical...

...a Media Content Management system should have the ability to.

Manage multiple file formats

Efficiently **store** high volume files

Manage metadata on files within the system

Manage multiple versions of media files

Manage revision history of changes to media files

Control media storage across locations ( **online** , near line, offline)

Whether the functionality described above is handled as an integral part of...

...supported?

The method of Media Content Management depends heavily on what media is to be **stored**. Ensure that the target media formats are understood before implementing the Media Content Management approach.

b) Where should media content be **stored** ?

Where to **store** media content greatly depends on the volume of media to be **stored**, and the performance requirements for retrieving that data. One thing is certain however; when dealing with large quantities of media, it is necessary to employ a dedicated media **server**, thus avoiding volume and performance hits with the rest of the development environment, while allowing the possibility of tuning the media **server** for optimal performance.

The cost of data storage is not insignificant, especially when considering the...At the time of writing, none of the object management tools currently available on the **market** provide component management capabilities.

Quality Management (204)

Quality Management is a management discipline that promotes...

...into a single product. Many quality processes however, (such as Expectation Management) do not require **specialized** tools, and are therefore supported by standard productivity tools.

Metrics (110)

Metrics are an important...

...quality should be measured for all the product expectations the project has set.

This measurement **process** is the inspection part of quality management.

Statistical **Process** Control (152)

Statistical Process Control tools are used to analyze the results obtained with the...

...directly on the target environment.

At the more basic level, training tools can also include **online** or paper-based training materials - not offering all the advantages of CBTs, but still providing...

...location. This removes the need to organize classes.

The decision of whether to use CBT, **online**, paper-based or instructor-led training is affected by the number of people that have... The management of these items becomes increasingly difficult to manage and track during the development **process**. The Configuration Management tool provides structure for managing the objects, files, and components and reduces...

...tool should be able to report on this when required.

J) Will a source control **system** suffice as a Configuration Management tool?

Generally, source control systems must be enhanced to provide...

...are typically.

Definition of a grouping mechanism for files to associate them with

certain versions.

#### Promotion mechanisms

Definition of interconfiguration dependencies such as between a particular version's files and that version...be sustained over an extended period.

Special provisions must be made to ensure that the **library** and repository structures are rich enough to be able to support the necessary versions. In...

...the following features.

Free format description of changes

Classification of changes in several different ways ( **area** affected, priority, estimated cost, authorization)

" Flexible, customizable sorting and reporting to ensure that a change ...

...source code control system. This ensures rapid processing of the change, accurate analysis of the **area** affected, and correct locking and unlocking of repository objects and source modules.

#### Implementation Considerations

a...these categories if required.

Classification of different change requests in several different ways such as **area** affected, priority, estimated cost or authorization is important to ensure correct scheduling of the implementation...components (for example, source code, database access, make files, run-time data, environment variables, code **libraries**, code tables, third-party software, and so forth) which make up the object to be...

...environment and must be managed based upon an operations architecture. The extent to which the **areas** of the operations architecture are implemented must also be a factor of project size and duration.

The environment management requirements in this **section** are based upon the MODE (Management of Distributed Environments) conceptual framework. This **section** uses MODE as a framework, adopts MODE terminology, and focuses on those management tasks from MODE which are particularly important in the development architecture. MODE identifies four main **areas**.

Service Management

Systems Management

Managing Change

Service Planning

The subcomponents of Environment management reflect these four MODE **areas**.

Service Management (122)

Service Management tools support the various aspects of supporting and managing the...

...of the environment. Startup may involve the carefully sequenced initialization of networking software, databases, web **servers** and more. Similarly, shutdown involves saving configuration changes as needed and gracefully taking down running...be used to assess end-to-end performance

of both batch processes such as backups, and **interactive** processes such as repository-based file retrieval.

#### ServiceLElanning (124)

Service Planning is the planning required to anticipate and implement changes to the following **areas** .

Service management

Systems management

Managing change

Strategic planning

All these **areas** relate to the development environment and are analogous to the kind of planning that must...

...the analysis of the development environment's performance, as opposed to that of the client/**server** application being developed. A simple spreadsheet may be suitable in some well-known and understood...

...modeling tools support the maintenance of adequate processing capacity for the development environment (for example, **workstations** , **servers** , storage devices, and network capacity). These tools range from spreadsheets to dedicated capacity modeling and...

...that have several developers. These tools enable automated distribution of data and software to the **workstations** and **servers** in the development environment.

Problem Management (212)

Problem Management tools help track each system investigation...

...have the rights to review and approve problem analysis tasks as well as problem migration **activities** .

#### Implementation Considerations

a) How are ...system will be built in terms of its key components. This differs between classical client/**server** systems and component-based systems.

The standard client/**server** model comprises application logic, presentation, and communication components, which together support the business processes. For a client/**server** system, each of these components must be individually defined.

The component-based systems, however, have...

...121

Does the system incorporate object oriented methods?

Is a relational database being used to **store** persistent objects?

Fully normalized data models are a different view of the corresponding object models...logically correspond to fields on the model. These data definitions must also be documented and **stored** but are effectively outside the data model.

The data modeling component should be used to...

...the key tools used by engagement teams to assist with change management and change control **activities** .

Some products will also include report generators which are useful for generating data and attribute...

...conceptual design, data modeling need not be very detailed. It should be a participative, team **activity**, and is usually very unstable. In this case, a tool such as a white board...conflicts in overlapping access rights between designers.

j) Does the tool provide facilities to add **color** to the data model? ~  
The facility to add color to the data model is useful...

...large diagram can help to achieve this.

fi How does the dataflow diagrammer support data **stores** that are used by more than one process?

1 5 It is often the case that processes that share a data **store** cannot be placed near each other on the diagram. To avoid complicating the diagram, some tools allow data **stores** to be depicted more than once on the diagram. The tools may provide facilities to differentiate these **stores** from **stores** that have not been duplicated in this manner.

g) Can controlflows be represented by the...

...is complete, each process should have at least one input and one output. Unless data **stores** are shared with other systems, each attribute of each data **store** must have at least one input flow associated with it. The tool should facilitate the...and responses which the system must produce. Events express the system's perception of external **activities**. Therefore, event modeling allows the external environment to influence the requirements definition, rather than basing...

...the applications structure. This approach supports the applications consistency with the workflow and other business **activities** and thus clearly defines the scope of the system.

c) Are the business requirements of...

...with high transaction volumes or complex distributed architectures involving several platforms.

In the case of **Internet**-based applications, as the **Internet** is not a controlled environment, performance modeling is limited to those components within the domain of the controlled environment (i.e. up to the **Internet** Service Provider). However, In the case of intranet-based systems, where the environment is controlled...

...quality requirement in such environments.

b) Does the system involve extensive communication over a Wide **Area** Network? The complexity involved in designing systems over a WAN makes performance I/O modeling...level conceptual design to detailed design, to technical design, there is a corresponding sequence of **activities** involved in performance modeling. As the design becomes more detailed, so does the performance model...

...An object model usually contains the following deliverables.

J  
Class Diagram (1 per functional **area** or 1 per component)  
Class Definition (1 per class)  
Class Interaction or Sequence Diagram (1...

...is required from the modeling tool to capture the existing design.

During component design the **partitioned** component model is designed, which defines physical interfaces and locations for components. It is important...

...with simple text search tools much more difficult.

In terms of tools, a class or **library** browser is required, which allows easy navigation and identification of candidate components and classes.

In...truly express what users need. This may stem from users being unavailable or inexperienced with **computer** systems, or it may arise from the nature of the system under design. For example...

...product.

c) Do the users have experience with Ms?

Prototyping tools allow engagement teams to **demonstrate** the look and feel of an application to the end user. The tool should be...

...of the final application without requiring an extensive construction effort.

Prototypes can be used to **interactively** gather business requirements and design the application with the end user. If the tool supports **interactive** prototyping, changes can be quickly incorporated into the prototype and **demonstrated** back to the user. This is important when users are inexperienced with GUL Prototyping the look and feel of the application and **interactively** gathering business requirements assist in gaining user acceptance of the system.

d) Are the system...products which will later be used for development. Many products (PowerBuilder, Visual Basic, etc.) are **marketed** as being the best, but may fall short of project requirements. Use of such tools ...

...business models of those companies (their willingness to negotiate on issues, pricing, etc.).

n) Is **system** performance an important factor?

Prototyping and benchmarking the performance of a technical environment enables possible performance...

...workflow.

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q) Do the project team and client fully understand the review and sign-off

**process** ?

Prototyping allows the project team and the client to work through the issues and mechanics...

...tools which can provide a more realistic depiction of the application.

c) Is the prototype **demonstrating** the application behavior to the users?

d) Is the depiction of application behavior used in...application development process.

Some projects create prototypes in the very early stages of design to **demonstrate** the capability of the tool and obtain user acceptance, rather than gathering business requirements and...



...the prototype. User input should be incorporated as quickly as possible into the prototype and **demonstrated** back to the user. This helps to acquire user sign off on the application design...

...an application. These tools include application structure, module descriptions, and distribution of functions across client/ **server** nodes.

A variety of tools and techniques can be used for Application Logic Design.

Examples...

...diagrams (module action diagrams), and graphics packages to illustrate distribution of functions across client and **server**.

Application Logic Design functionality is also provided by a number of Integrated Development Environments (IDEs...

...tools can provide a basis for performance modeling, based on the processing ability of the **CPU**, parallelism, and pipelining. The tools can be used to graphically depict system complexity, from which...is an 'impedance mis-match' between an object model and a data model, a mapping **activity** must be under-taken. There are standard mechanisms for doing this. There are also tools on the **market** which allow the mapping of classes to relational tables, and which generate any necessary code...

...application using standard GUI components. Report editors enable the developer to design the report layout **interactively**, placing literals and application data on the layout without specifying implementation details such as page...

...least as a placeholder for the content.

In the case of systems published on the **Internet**, defining the target audience is less straightforward than in traditional systems, but equally important. Having...oriented or a structured procedural language? \* Does the tool support programming extensions to Dynamic Link **Libraries** ?

0 What are the debugging capabilities of the tool?

C

)Will the tool be used...

...development tools, presentation services (graphics, multi-media, etc.), data access services (databases and database API **libraries**), distribution services (distributed TP monitor), transmission services (SNA, HLLAPI, etc.), data dictionary, **desktop** applications, and programming languages for call-out/call-in. Additional consideration should be given to add-on and third-party products/enhancements such as **specialized** widgets, report writers and case tools.

e) Is the tool scalable?  
The tool should be...

...MS PowerPoint.

One means of ensuring reuse is for the tool to support a central **library** of predefined widgets or screen elements. This **library** should be extendible and customizable, allowing developers to create new widget/element definitions or to...

...to the complexity of a multi-language application.

Window and report design are among the **areas** affected by differences in the language used for presentation.

Strategies on how windows are displayed...repository of choice?

The presentation design tools should be tightly integrated with the system components **stored** in the repository, such as windows, reports, screens, and other more abstract models to ensure...

...sort is involved.

e) Is high network performance required?

Communication design tools are essential in developing **systems** where critical business operations have to have maximum availability and minimum down time. One of the primary contributing factors to high performance in client/ **server** environments is a good network design. A good network design can only be achieved through...

...low-fidelity prototypes. These are paper-and-pencil versions of user interfaces that allow developers to **demonstrate** the behavior of systems very early in development. Before any code has been written, developers build prototypes on paper and test them with real users, simulating the human- **computer** interaction. Designs are adjusted and retested several times until a usable solution emerges. When it...

...users want.

Once the user interface has been coded, the high-fidelity prototype is ready for **online** usability testing. The test results are compared with previous tests and routed back to the...results in 70 to 100 specific recommendations for improvement. Remote testing, or telecasting, is an **online** variation of the usability lab. This still emerging method relies on **computer** networks to conduct system evaluations. Remote testing enables developers to test a large number of...

...relevant functional and design information from a legacy system for use in a new, client/ **server** system or to restructure the existing system for improved performance and maintenance.

#### Interactive Navigation

Developers use **interactive** navigation tools to identify requirements for a new system from the functionality and design of a legacy system. These tools enable the developer to **interactively** and graphically navigate the legacy system, determining the system's characteristics such as system structure...

...the final system on these components (thus reducing the impact of possible changes within the **libraries** ), it is recommended that wrappers are written to enclose any third-party components. This way...

...allowing the application and architecture code to remain unchanged.

Frameworks may be found on the **market** which provide generic components for general business processes such as general ledger, sales order processing...third parties. They may have to be configured in order to behave in the desired **fashion** . The majority of packaged components allow one of two methods of customization - either by using...

...toolkits.

#### Construction (134)

Construction tools are used to program or build the application: client and **server** source code, windows, reports, and database. Along with the

onset of Visual Programming, the more...

...Programming tools, initially associated with the rapid development of the client-side of client/ **server** applications, have now matured and expanded their domain to cover entire client/ **server** development (e.g. Visual C++) and Netcentric development (e.g.

visual Java IDEs).

IMPORTANT: While...

...to ensure that developers use tools that are standard to the development environment. Now that **Internet** access is a standard facility for developers, there may be the tendency for people to...is responsible for taking raw code (usually in ASCII format) and creating the necessary object, **library**, byte-code, or executable files that become components of the final system. The actual tools...

...is a tool used to unit test a program. This tool provides information about the **activity** of programs and systems, enabling automatic analysis and diagramming, assisted code tracing, editing capabilities, and...

...break points and step through a program, tracking the progress of execution and identifying errors **interactively**. It is typically used in conjunction with the source code editor so that coding errors...resources required on a project. Code regeneration eases maintenance issues by propagating changes throughout multiple **sections** of code.

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Product Considerations

a) Can the generation tool provide code which meets performance requirements...

...Checking - Checks that Java code conforms to the 100% Pure Java standard.

Code / Object **Libraries**

Code and Object **libraries** provide the developer with ready-made components (such as GUI components or simple utilities), which...

...components is that they have already been coded, tested, optimized, and documented.

Code and Object **libraries** may be differentiated from packaged components in two ways.

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They contain little or no...

...Source code is usually provided (as opposed to the 'black box' component approach)

That these **libraries** come from third-party software houses does not always guarantee their quality. In order minimize...

...the final system on these components (thus reducing the impact of possible changes within the **libraries**), it is recommended that wrappers are written to enclose any third-party code. This way, if any changes are made to the **libraries**, only the wrappers would be impacted, allowing the application and architecture code to remain unchanged...

...that are not only functional, but also engaging and informative. This is especially true of **Internet** and **kiosk**-based systems, where users have

a notoriously short concentration span.

This requirement for more attractive...

...where the media content is local to the client application,  
156  
such as in a **kiosk** ).

Vector-based tools (where the image is defined by formulae rather than pixel position...

...whether or not the content is original. For 'sound bites' or pre-recorded audio, simple **desktop** audio editing applications are adequate. For high-quality original content, a 15 professional recording ...

...content from agencies, usually delivered in the form of CD-ROMs.

NOTE: Tools required to **store** and manage media content (and storage formats) are discussed in Tools - Information Management - Media Content Management Test (136)

Testing applications (client/ **server** or Netcentric) remains a complex task because of the large number of integrated components involved (for example, multiplatform clients, multiplatform **servers**, multitiered applications, communications, distributed processing, ...What guidelines should be followed when assembly testing the technology architecture?

I 0 When deciding which **areas** of the technology architecture to test, follow the guidelines provided by the AC Methods job...a repeatable test model to exist. Baseline databases can be developed automatically (through execution of **online activity** in the system), manually (through test data manipulation tools), extracted from production databases, and so...

...this doclink to the RTP Tools Initiative document.

The Test Plan Management System is an **online** GUI application that is used to facilitate the creation and maintenance of test models and to support the planning and performing of each test stage. Each test model is **stored** in a central repository accessible by all team members.

Any test model data must be...

...time.

In addition, the TPMS provides the capability to research previously entered test elements through **online** queries.

A reporting option is planned to produce metrics and management type reports.

c) What...

...from the development platform if development is conducted in one environment (for example, Windows NT **workstations**) and deployed on a different environment (UNIX **workstations**).

A typical Test ...and playback. These tools program or record the running of a test plan in an **online** environment by capturing key stroke sequences, mouse clicks, and other actions. They then record them...

...are also useful in identifying potential bottlenecks or processing anomalies.

15 In the case of **Internet** -based applications, as the **Internet** is not a controlled environment, performance management tools can only measure performance within the domain of the controlled environment (up to the **Internet** Service Provider). However, in the case of intranet-based systems, where the environment is controlled...

...a PC to 25 access a Unix platform.

Stubs, which emulate subroutines in a minimal **fashion** .

Harnesses and drivers, which call up a module and emulate the context in which the...and list requirements and current tools solutions for the managing of the various Operations Architecture **areas** . All **areas** of the Operations Architecture have the appropriate MODE sub-functions listed, along with requirements for...

...procedures, or tools developed or chosen as an operational management solution for a specific operational **area** must be able to integrate with any existing or planned process, procedure, tool solutions for other Operations Architecture **areas** .

While the tools data and suite information was current and accurate at the time of...

...to the design of certain functions, while others apply more generically across every function. This **section** presents the generic key design questions. Key design decisions that relate specifically to a function are shown on a **desktop** to fully integrated applications and data. In addition, integrated toolsets are likely to be stronger...

...the detection and correction of faults within the system whether they be minor (e.g., **workstation** is down) or major (i.e., a disaster) has occurred.

Fault Management-(1312)  
When a...

...poll the event/data generators for information but these options may impact network performance. Web **Server** management is being introduced as part of the management operations framework. As Corporate **Internets** and Extranets implement Web ...performed similarly for the companies web based system. The critical path issues for Web based **server** software is typically security and performance based levels of service.

Help Desk (1322)  
As with...

...free format description as well as the key data items specified in the data requirements **section** . Data and time stamps should be automatically registered and Incident and Request management staff should...

...locations are given access to the central system, rather than operating local systems. (Some problem **areas** are local sites operating on different time **zones** and standardizing escalation procedures from local sites.)  
Facility for auto- logging incidents  
Event / alert based automatic...

...experience and rules

Knowledge and case based incident management systems are becoming prevalent in the **market** place, and are built into Help Desk offerings. Use of these systems can help improve...

...architecture for application errors.

Request Management

Request Management is responsible for coordinating and controlling all **activities** necessary to fulfill a request from either a user, vendor, or developer. Request Management determines...the detection and correction of faults within the system whether they be minor (e.g., **workstation** is down) or major (i.e., a disaster) has occurred.

Fault Management

When a negative...

...will be dependent upon which resources are critical to the business. For example, a data **center** failure may be critical for one client whereas a **server** failure for another is more critical.

How quickly will disaster recovery be required for each service...

...operational requirements which may require additional capacity.

Resources can include such things as physical facilities, **computers**, memory/disk space, communications lines and personnel. Through this component, changes to the existing environment...

...determined, modeled and planned according to the necessary requirements.

Production Control (1332)

Ensures that production **activities** are performed and controlled as required and As intended.

175

Production Scheduling

Production Scheduling determines...

...distributed environments complexity of multiple platforms and system placed in either a parallel or serial **fashion**.

What other utilities are available with the tool?

The tool should provide control dependencies to...

...place across the entire system on multiple platforms in either a parallel or a serial **fashion**. Therefore, production scheduling capabilities across platforms is critical as well as the ability to rerun ...0 Communicates report volumes to the resource consumption management facility.

Does the tool provide support for specific **areas**?

Support multiple printer types as well as report delivery across them. This includes printer format...

...or more devices within the system.

System Startup & Shutdown

System Startup and Shutdown performs the **activities** required for the startup or shutdown of the entire system (e.g., hardware, applications),

or...an application, the system or a specific resource must be known at all times. Common **activities** performed as part of Startup / Shutdown include.

logging on  
virus checking  
version checking  
process initiation...

...which may be started or shutdown with the flip of a power switch on a **workstation**. Processes which rely on the system being up and running (e.g., software and data...  
...training. In addition, controlled machine startup may be required to initiate tasks or to perform **activities** such as configuration checking or virus detection/correction.

180

Mass Storage Management

Mass Storage Management involves those **activities** related to the handling of various types of centralized and distributed storage media including the...

Claim

... the needs of the user are assessed by receiving input from the user.

7 A **computer** program embodied on a **computer** -readable medium for facilitating a virtual shopping transaction by ascertaining needs of a user comprising...

...and

(d) a code segment that accepts payment in exchange for the solution.

8 The **computer** program as set forth in claim 7, wherein the solution includes at least one of a product and a service.

9 The **computer** program as set forth in claim 7, and further comprising: a code segment that **stores** the solution for allowing the purchase of the solution at a later time.

359

. The **computer** program as set forth in claim 7, wherein the solution is grouped with a plurality of items selected for being purchased together.

11 The **computer** program as set forth in claim 7, wherein the needs of the user refer to parameters including at least one of capacity, performance, and cost.

12 The **computer** program as set forth in claim 7, wherein the needs of the user are assessed...

...service.

15 The system as set forth in claim 13, and further comprising memory that **stores** the solution for allowing the purchase of the solution at a later time.

16 The...

...input from the user.

360

INDICIA CODING THE COMPONENTS OF THE  
SYSTEM IN ORDER TO **DEMONSTRATE** AT LEAST

ONE OF REDUNDANCY AND OMISSIONS AMONG THE  
COMPONENTS OF THE SYSTEM

14

INDICIA...

...IN WHICH

THE COMPONENTS OF THE SYSTEM ARE TO BE  
TESTED

DETERMINING AT LEAST ONE **AREA** OF AN EXISTING NETWORK 31  
FRAMEWORK IN WHICH REDUNDANCIES AND OMISSIONS OF BUSINESS  
EFFORTS EXIST...

...33

CODING THE COMPONENTS OF THE EXISTING NETWORK THAT RESIDE  
IN THE AT LEAST ONE **AREA**

Figure 1B

12

CREATING A DATABASE WHICH INCLUDES A LISTING OF ALL OF THE 31a  
COMPONENTS OF AN **AREA** OF AN EXISTING NETWORK FRAMEWORK

CREATING A SECOND DATABASE WHICH INCLUDES A LISTING OF ALL 31b  
SERVICES PROVIDED BY VENDORS THAT CORRESPOND TO THE

COMPONENTS OF THAT **AREA** OF THE FRAMEWORK

COMPARING THE LISTING OF THE COMPONENTS WITH THE LISTING OF 31 c 35a

COMPONENTS OF AN **AREA** OF AN EXISTING NETWORK FRAMEWORK

CREATING A SECOND DATABASE WHICH INCLUDES A LISTING OF ALL...

...THE COMPONENTS OF THE SYSTEM IN  
ACCORDANCE WITH THE IMPROVEMENTS

Figure 1G

SELECTING A TARGET **MARKET** 47a

TAILORING A SALES PROGRAM TO APPEAL TO THE TARGET **MARKET** 47b

BY SELECTING ONLY SPECIFIC COMPONENTS HAVING PRODUCTS OR

SERVICES LIKELY TO BE PURCHASED BY THE TARGET **MARKET**

CHOOSING THE PRODUCTS OR SERVICES RELATED TO THE CHOSEN 47c

COMPONENTS TO BE OFFERED FOR...

...CODING THE

COMPONENTS ON THE PICTORIAL REPRESENTATION

Figure I H

CREATING A DATABASE HAVING THREE **AREAS** EACH ADAPTED TO 51 a  
CONTAIN A GROUP OF COMPONENTS OF THE SYSTEM

SELECTING COMPONENTS...

...OF THE SYSTEM AND PLACING

THEM IN A FIRST GROUP OF COMPONENTS IN THE FIRST **AREA** OF THE  
DATABASE

SELECTING COMPONENTS OF THE EXISTING SYSTEM THAT ARE USED 51c  
FOR MANAGING...

...OF THE SYSTEM AND PLACING

THEM IN A SECOND GROUP OF COMPONENTS IN THE SECOND **AREA**  
OF THE DATABASE

SELECTING COMPONENTS OF THE EXISTING SYSTEM THAT ARE USED 51d  
FOR SUPPORTING...

...OF THE SYSTEM AND PLACING

THEM IN A THIRD GROUP OF COMPONENTS IN THE THIRD **AREA** OF  
THE DATABASE

Figure I H-1

51

DETERMINING A PLURALITY OF NETWORK PRODUCTS OR...Web Architecture Framew  
Mkr- Base Chart r I r WOMEN,



or  
Security Services Network Services **Internet** Services Client Service.4  
Attandation FFft @T@fw Sarvcft@  
Rendering [ (FrP)  
GrOvaier eased web Content...

...oday's Envirodriple 7ILeaend aij@Lzn@-31MH

LVf @ (541 106 mm  
Smrl b0ces Network Services **Internet** Services Client Servic  
Nw,M0bjedLVn1  
WW vpw@ S@w  
F ww 4@m@  
)wa Oualfty...

...abSlleTwlnqT0\*j

(PWl= a link  
Figure  
Web Architecture FrameworkIbCore Commerce Capab  
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H"P -PaP FlleTransfer3arvices1  
Fzz@objeo US Rendering (FrP)  
@@F5@dfity of @Semms re armser.  
carnmirn **Internet**  
COMMU Services  
Web Application 4 3 @ 7  
Cordinvarce Content Channels Custorner Content Mgmt 11, Education...

...S E @MramtWOR:,F] L-!!S N.CM-11011

Figure 1 N  
Web Architecture Frameworkonmediate **Activities**  
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security services Network Services **Internet** Services Client Servicef  
F 1@-Sw -Ba@-4 I WsbC@tWtC&dNn9jj NsWorkobiadmgi H=o...Sockets Layer  
protocol 3.0  
[3 Provides LDAP compatibility  
Provides NDS Compatibility 0Transfers files between **computers** on the  
**Internet** using the standard  
File Transfer Protocol (FTP)  
Restricts access to specific web applications based upon user **Stores**  
files on a file system or database privileges 0Provides mechanism to  
manage access control for film on a FrP  
Determines if a user or group of users have permission to **server**  
parlom an operation in a specific application  
C3 Utilizes centralized directory of profiles for entitlement...

...application logic web data (create, mad, update, delete) 13 UUl1zss user  
session information to support **Interactive** applications 0 Utilizes  
centralized directory of profiles for entitlement data 0Provides  
amiability features  
(3 Provides LDAP compatibility 0Provides fail-over features  
13 Provides Nos compatibility 0Provides application programming logic  
0 **Stores** frequently requested web pages and graphics In a ternporary  
0Provides mechanism to note and remember...

...independent sessions simultaneously active

NSupports Client Cookies  
Passes requests from exlernal clients to internal web **servers** and return  
results 0Supports Client LIRL Encoding Serves as trusted agent to access

Internet machines on the behalf of clients 0Supports **Server**  
 Information with Client Cookies Hides IP Addresses of machines inside a  
 firewall from external chants 2Supports **Server** Information with URL  
 Session Identifiers  
 Provides configuration control over external access permissions  
 0Provides adapter or...

...at the functional level with Oracle Financials via API's  
 13 Spreads ks among application **servers** using and intelligent load.  
 0Supports Office's API sets for external Integration balance acmherne (  
 CPU utilization) 0Supports Data Amass Adapter capabilities (3 Provides a  
 centralized task distribution mechanism for muting services CI Identifies  
**servers** that are off-line and re-muto traffic 0Provides adapter or  
 mechanism to communicate and...  
 ...Provides reporting and toggging functions to detect  
 Samoa requested web pages and graphics trom web **servers** to client  
 communication efforts web browsers 0 Provides adapter or mechanism to  
 communicate with external...a sped tic application 0 Spreads Wake array  
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 Figure 1 Y  
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 Client2 Application **Server**  
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Figure IAA  
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Figure 1AF  
Client1 **Internet Mail Server**  
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**server** I  
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Figure 1 AG  
Client1 **Internet News Server**  
Con n action  
Manager  
News Feed Con naction  
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Manager Manager  
Con n action  
Manager...

...1 Al  
Client1 Directory Services  
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**Server**  
Naming  
Figure 1AJ  
Client1 javaWallet  
wallet user interface  
wallet cassettes  
tool SEr Affirdt 08 Smad...

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SPF  
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Figure 1 AL  
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TN3270 Gw  
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Figure 1 AM  
Solaris ISP **Server Bundle**  
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Figure 13  
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1406 1408 1410  
/Security Services Network Services **Internet** Service  
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g Vid...2322  
ITEM EACH TIME A USER USES THE SYSTEM  
2323  
LOGGING THE USER'S CURRENT **ACTIVITIES** AND ENTERING THEM  
INTO THE DATABASE  
Figure 23B  
2310  
DEVELOPING CONTENT OF A DATA INTERACE...FRAMEWORK  
PROVIDING FILE TRANSFER SERVICES OVER THE NETWORK 2906  
FRAMEWORK  
GATHERING AND LOGGING INFORMATION OF **ONLINE** EVENTS DURING 2901  
**ONLINE** SESSIONS OVER THE NETWORK FRAMEWORK  
INTERFACING APPLICATIONS VIA PREDETERMINED PROTOCOLS OVER / 2910  
THE NETWORK FRAMEWORK...  
...NETWORK 3202  
FRAMEWORK  
COMBINING HUMAN RESOURCE SYSTEMS OVER THE NETWORK 3204  
FRAMEWORK  
3206  
INTEGRATING CALL **CENTERS** OVER THE NETWORK FRAMEWORK  
1422 Figure 32  
PROVIDING LOCATOR CAPABILITIES OVER A NETWORK FRAMEWORK 3300...

Set	Items	Description
S1	2760285	RETAIL? OR MARKET? ? OR STORE? OR SHOP? ? OR SUPERMARKET? - OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S2	372329	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TE- CHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARK- ET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W) (PURCHA- SE? OR SALE?))
S3	3866243	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S4	5563639	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL() PLACE?
S5	140894	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR I- NDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST? OR DESCRIB? OR DESCRIP?)
S6	1263276	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE() GOE- R? OR STOREGOER? OR CLIENT?
S7	565824	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (C- USTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR T- AILORMA?
S8	2027759	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE() TE- EN? OR YOUTH? OR YOUNGSTER?
S9	711315	YOUNG() PEOPLE? OR KINDERGARTEN? OR DAYCARE? OR DAY() CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S10	4418740	COMPUTER? ? OR CPU OR CPUS OR CENTRAL() PROCESS? OR PROCESS- ?() UNIT?
S11	908782	WORKSTATION? OR WORK() STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S12	889563	INTERNET? OR ONLINE? OR WORLD() WIDE() WEB OR ELECTRONIC() (S- HOPPING OR COMMERCE OR BUSINESS)
S13	14603	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN?() SERVIC? OR (PUBLIC OR GUEST)() SPEAKER?
S14	6738390	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S15	530607	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S16	1532067	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR FURNISHING? - OR TOY OR TOYS
S17	1048597	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR CLOTHES OR FA- SHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S18	40867	S1 AND S2 AND S3:S4
S19	102	S18 AND S5
S20	82	S19 AND S6:S17
S21	102	S19:S20
S22	71	S21 AND PY<2002
S23	68	RD (unique items)

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OK "GENERAL  
INTEREST"  
ONLY

03772299 CAB Accession Number: 991807537

**Evaluating store layout and design of horticultural retail outlets  
by way of customer observation.**

Original Title: Untersuchung von Verkaufsraumgestaltung und  
Warenpräsentation im Gartenfachhandel mittels Kundenlaufstudie.  
Orth, U.

Mendel University of Agriculture and Forestry Brno, Valticka 348,  
CZ-69144 Lednice, Czech Republic.

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Publication Year: 1999

ISSN: 0005-9080 --

Language: German Summary Language: english; french

Document Type: Journal article

**Evaluating store layout and design of horticultural retail outlets  
by way of customer observation. --**

In Germany, an overall surplus in supply along with aggressive marketing campaigns by garden centres and chain stores for higher market shares are typical of the retail trade in flowers and plants. These developments have put growing pressure on retailing garden markets. Measures to deal with this increased competition need to expand from efficient production methods and high product qualities to address store layout and design. Successful visual merchandising must satisfy consumer demands for mental convenience and easy product access (allocation of floor space, determination of traffic flow patterns and space needs, mapping out in-store locations, arrangements of individual products etc.) and ensure fun during shopping. This is particularly significant when the retail outlet strives to establish a distinct image as a specialist store with few self-service points and more customer advice services. Due to their historical background as plant producing facilities, stores and layouts in retailing garden markets are most often badly designed with all customers arriving at the front store but only few visiting those displays situated in corners further away from the entrance. It is important that the layout encourages customers to visit all areas where goods are displayed so that optimum sales can be achieved. In this study, a combination of customer observations and a customer survey is applied to a retailing garden market. The findings are used to evaluate and modify theoretical concepts originally developed for department stores and food chains due to a lack of empirical studies in horticultural and agricultural outlets. The results

...DESCRIPTORS: retail marketing...

... market competition...

... consumer behaviour...

... marketing techniques ; ...

... shops ;  
1999

Set	Items	Description
S1	1379496	RETAIL?
S2	6682904	MARKET? ?
S3	1309549	STORE? ?
S4	726982	SHOP? ?
S5	390251	SUPERMARKET? OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S6	368591	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TECHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARKET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W) (PURCHASE? OR SALE?))
S7	5899623	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S8	7608313	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL() PLACE?
S9	82081	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR INDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST? OR DESCRIB? OR DESCRIP?)
S10	4551866	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE() GOER? OR STOREGOER? OR CLIENT?
S11	1300923	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (CUSTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR TAILORMA?
S12	2435947	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE() TEEN? OR YOUTH? OR YOUNGSTER?
S13	708143	YOUNG() PEOPLE? OR KINDERGARTEN? OR DAYCARE? OR DAY() CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S14	1615632	COMPUTER? ? OR CPU OR CPUS OR CENTRAL() PROCESS? OR PROCESS-?() UNIT?
S15	684453	WORKSTATION? OR WORK() STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S16	2737663	INTERNET? OR ONLINE? OR WORLD() WIDE() WEB OR ELECTRONIC() (SHOPPING OR COMMERCE OR BUSINESS)
S17	49611	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN?() SERVIC? OR (PUBLIC OR GUEST) () SPEAKER?
S18	4318889	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S19	420611	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S20	2004917	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR FURNISHING? - OR TOY OR TOYS
S21	1453455	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR CLOTHES OR FASHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S22	1435	S1:S5 AND S6 AND S7:S8 AND S9
S23	891	S22 AND S14:S16
S24	133	S23 AND (S11 OR S17:S21) (10N) S7:S8
S25	17	S23 AND S12:S13(10N) S7:S8
S26	143	S24:S25
S27	81	S26 AND PY<2002
S28	80	RD (unique items)

? show files

File 20:Dialog Global Reporter 1997-2004/Aug 13

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28/3,K/46

DIALOG(R)File 20:Dialog Global Reporter  
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09516320 (USE FORMAT 7 OR 9 FOR FULLTEXT)

FEB 10, 2000, M2 Communications - IBM today announced the launch of a new point-of-sale (POS) solution that incorporates Internet -based technology to deliver access to customer data at every selling point -- from the Web to the store .

M2 PRESSWIRE

February 10, 2000

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 812

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... IBM today announced the launch of a new point-of-sale (POS) solution that incorporates Internet -based technology to deliver access to customer data at every selling point -- from the Web to the store .

The IBM SurePOS 700 Series allows consumers to combine their Web and in- store shopping experiences seamlessly. For example, customers who purchase items on-line can choose to cancel...

...the check-out if they find something more suited to their needs while in the store . Retailers can offer the same loyalty programmes in the store and on the Web so that consumers get loyalty points on any purchase.

"With more and more retailers going on-line, the need to link the Web to in- store operations has become a must. By linking multiple sales channels to the in- store point of sale , this new system is truly designed to bring brick and mortar retailers to the 'click and mortar' environment," said Luigi Freguia, Vice President of IBM Europe's Distribution Sector .

DVI (Digital Visual Interface) and DVD make it easy to create interactive in- store environments for customers and staff alike. Multimedia retail applications can enhance the shopping experience and increase sales opportunities. Applications can be run from the system throughout the store to offer customers product information, access to the retailer 's e-commerce site, interactive help-desk, loyalty programme kiosk and much more. Retailers can benefit from applications such as instant advertising and multimedia training.

Digital Visual Interface/Integrated...

...video applications added in the future, as they become available.

Karstadt, one of the largest department store chains in Germany, and among the largest retailers in Europe, is one of the first users of the new system. Karl Lohman, Manager of Store Operations at Karstadt, comments: "As consumers now have more retail choices than ever before, retailers have to do more than provide a satisfying shopping experience to maintain and accrue customers...

... Independent Software Vendors) in a new programme called StoreProven. This programme makes it easy for retailers to find reliable solutions from software providers whose offerings have met strict compatibility guidelines for...

...700

The IBM SurePOS 700 Series includes the following platforms, each designed for a specific retail environment:

The IBM SurePOS 750 is ideal for retailers who need thick-client

OF "GENERAL  
INTEREST"  
ONLY

solutions based on Microsoft Windows 2000 or Windows 98 environments. These systems provide the processing power and flexibility for **retailers** to use the systems for full-function POS or combined POS/back-office applications.

The IBM SurePOS 730 is ideal for **retailers** who need thin-client systems based on IBM 4690 Operating System, or entry-level Microsoft...

... level of dependability typically found in a traditional POS system. The SureBase is the first **retail** -hardened USB peripheral **hub** with Non-Volatile RAM and integrated UPS.

In order to meet the needs of all **retailers**, large and small, the SurePOS 700 Series offers numerous features, so **retailers** can customise it to add power and function as needed. The Series was built on...

... installation, configuration and service. It also provides faster data transmission for increased performance, and gives **retailers** the ability to choose from a wide variety of industry-standard POS peripherals in a...

... delivers additional power for devices such as printers and scanners, as well as positive-latching, **colour - coded**, keyed connectors for trouble-free operation and management of POS peripherals in a **store** environment.

All members of the IBM SurePOS 700 Series offer a superior combination of speed, performance and flexibility, enhanced with the latest technology and packaged in a **retail** -hardened design.

Notes to Editors:

IBM Global **Retail** Industry

IBM's Global **Retail** Industry provides **retailers** with consulting, focused on business transformation, IT strategy and planning, **store** operations improvement, and supply chain optimisation; with services, such as outsourcing, managed operations, systems integration...

... design; with solutions; and with technology. You can get further information on IBM's Global **Retail** Industry by visiting:  
<http://www.disu.ibm.com>

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SIC CODES/DESCRIPTIONS: 7375 (Information Retrieval Services); 3571  
(Electronic **Computers**)

NAICS CODES/DESCRIPTIONS: 514191 (On-Line Information Services); 334111  
(Electronic **Computer** Mfg)

20000210

Set	Items	Description
S1	1852942	RETAIL?
S2	6402948	MARKET? ?
S3	1579768	STORE? ?
S4	576909	SHOP? ?
S5	368581	SUPERMARKET? OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S6	1060482	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TECHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARKET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W) (PURCHASE? OR SALE?))
S7	3392568	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S8	4958064	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL() PLACE?
S9	129890	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR INDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST? OR DESCRIB? OR DESCRIP?)
S10	5141515	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE() GOER? OR STOREGOER? OR CLIENT?
S11	1429641	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (CUSTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR TAILORMA?
S12	938927	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE() TEEN? OR YOUTH? OR YOUNGSTER?
S13	391380	YOUNG() PEOP? OR KINDERGARTEN? OR DAYCARE? OR DAY() CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S14	2907651	COMPUTER? ? OR CPU OR CPUS OR CENTRAL() PROCESS? OR PROCESS-?() UNIT?
S15	1239212	WORKSTATION? OR WORK() STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S16	2575454	INTERNET? OR ONLINE? OR WORLD() WIDE() WEB OR ELECTRONIC() (SHOPPING OR COMMERCE OR BUSINESS)
S17	55088	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN?() SERVIC? OR (PUBLIC OR GUEST) () SPEAKER?
S18	2495965	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S19	556970	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S20	2206666	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR FURNISHING? - OR TOY OR TOYS
S21	1357315	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR CLOTHES OR FASHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S22	11104	S1:S5 AND S6 AND S7:S8 AND S9
S23	5353	S22 AND S14:S16
S24	1723	S23 AND S7:S8 (5N) (S10:S11 OR S17:S21)
S25	844	S24 AND S1:S5 (5N) S6
S26	267	S25 AND S11 (5N) (S9:S10 OR S7:S8)
S27	100	S26 AND S12:S13
S28	267	S26:S27
S29	223	S28 AND PY<2002
S30	208	RD (unique items)

? show files

File 9:Business & Industry(R) Jul/1994-2004/Aug 13  
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File 15:ABI/Inform(R) 1971-2004/Aug 14  
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File 16:Gale Group PROMT(R) 1990-2004/Aug 16  
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File 47:Gale Group Magazine DB(TM) 1959-2004/Aug 16  
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File 80:TGG Aerospace/Def.Mkts(R) 1986-2004/Aug 16  
(c) 2004 The Gale Group

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Set	Items	Description
S1	2241405	RETAIL?
S2	7064021	MARKET? ?
S3	1948792	STORE? ?
S4	708316	SHOP? ?
S5	423648	SUPERMARKET? OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S6	1291390	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TECHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARKET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W) (PURCHASE? OR SALE?))
S7	4524515	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S8	6655354	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL() PLACE?
S9	202227	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR INDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST? OR DESCRIB? OR DESCRIP?)
S10	5831027	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE() GOER? OR STOREGOER? OR CLIENT?
S11	1700629	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (CUSTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR TAILORMA?
S12	1969804	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE() TEEN? OR YOUTH? OR YOUNGSTER?
S13	699079	YOUNG() PEOPLE? OR KINDERGARTEN? OR DAYCARE? OR DAY() CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S14	3875388	COMPUTER? ? OR CPU OR CPUS OR CENTRAL() PROCESS? OR PROCESS-?() UNIT?
S15	1498514	WORKSTATION? OR WORK() STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S16	2825811	INTERNET? OR ONLINE? OR WORLD() WIDE() WEB OR ELECTRONIC() (SHOPPING OR COMMERCE OR BUSINESS)
S17	74798	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN?() SERVIC? OR (PUBLIC OR GUEST) () SPEAKER?
S18	3537709	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S19	678951	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S20	2775493	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR OR TOY OR TOYS
S21	2380359	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR C SHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S22	14446	S1:S5 AND S6 AND S7:S8 AND S9
S23	5809	S22 AND S1:S5(5N)S6
S24	3794	S23 AND S14:S16
S25	1369	S24 AND (S17:S21 OR S9:S11) (5N)S7:S8
S26	734	S25 AND S7:S8(5N)S1:S6
S27	189	S26 AND S7:S8(10N)S9
S28	76	S27 AND S12:S13
S29	189	S27:S28
S30	161	S29 AND PY<2002
S31	138	RD (unique items)

? show files

File 88:Gale Group Business A.R.T.S. 1976-2004/Aug 13

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File 148:Gale Group Trade & Industry DB 1976-2004/Aug 16

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09662434 SUPPLIER NUMBER: 19580740 (USE FORMAT 7 OR 9 FOR FULL TEXT)

POP ART: point-of-purchase advertising, " the last three feet in the marketing mix," continues to win friends and influence customers. (Cover Story)

Heath, Rebecca Piirto  
Marketing Tools, v4, n3, p42(6)  
April, 1997

DOCUMENT TYPE: Cover Story ISSN: 1076-4879 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 3394 LINE COUNT: 00264

...ABSTRACT: as any advertising that will attract customers to purchase items at the point of sale. **Interactive** displays and **computer kiosks** have joined signage and life-sized cardboard displays.

... Holscher, Toyos ad agency. People come in with images in their minds of the Michelin **babies** , but theyre actually very open to advice and information from the dealer.

Toyos sophisticated but user-friendly multimedia **computer kiosks** are helping to increase brand awareness and change minds right at the point of sale...

...answer a few questions about their driving patterns, car make, model, and tire preferences.

The **kiosk** calculates the right Toyo tire for the job and hands out a 500-mile trial...

...an obstacle, the company also offers them an exclusive credit card to seal the deal.

**Kiosks** help take some of the burden of consumer education off the **retailers** , says John Farkas, president of Interstate Tire Distributors, one of Toyos major outlets. The **kiosks** make it easier for our people to sell Toyo products and do it more professionally, says Farkas, who also uses the **kiosk** to train new salespeople. The **retailers** get the added bonus of programming their own special offers and prices. Toyo foots most of the bill for the **kiosks** , which are now in 100 dealerships with plans to go to 150 more this year.

As the **centerpiece** of the agencys marketing program, the **kiosks** maximize Toyos limited ad dollars. The **kiosks** are really our only affordable solution, says Holscher, but since so much of the buying decision happens at the dealer level, the **kiosks** reach people at the most crucial point. They also keep customers from looking at someone elses products.

Toyos experience illustrates the converging consumer, **retail** , and advertising trends that are making point of purchase one of the fastest-growing pieces...

...families need two incomes to make ends meet, and time pressures are more intense. One **retail** study shows that the average shopping trip has shrunk by ten minutes in recent years.

**Retailers** and the consumer product companies face a terrible dynamic trying to sell a product today...

...U.S. The amount of selling space per square foot continues to accelerate straight up, **retail** margins are down, and consumers are spending less time in the **stores** .

POP itself is changing to address these **retail** challenges. Its not just signage and those life-sized cardboard celebrities waving buy-me signs

...

...says Peter Hoyt, of Hoyt Publishing, publisher of P-O-P Times and several other **retail** trade publications. One of the fastest-growing **areas** of POP is the category called in- **store** media. This can include everything from ip cards and shelf talkers to interactive displays and full-size multimedia **computer kiosks** with **Internet** access.

**Retailers** and manufacturers are responding to the challenges of attracting today's consumers by working together more to integrate point of purchase into the overall **store** concept. This kind of seamless point-of-purchase presentation makes **stores** more readily understandable to consumers. That can win sales by maximizing the shopping experience.

The POP Experience

Some **stores** are becoming theme parks, promising customers a shopping experience loaded with fun and excitement. Galas...

...theater-like atmosphere complete with animal sounds and lightning flashing overhead. Niketown customers enter the **stores** through turnstiles and hear the sounds of bouncing tennis balls and squeaking tennis shoes. Its...

...not just fun; it informs you and shows you how to find products in the **store**.

Other **retailers** are discovering that helping shoppers make the most of their limited time can get repeat...

...its redesign, Concept 2000, which uses state-of-the-art POP to enhance the in- **store** shopping experience and stimulate sales. Its vendors have also pitched in to create focus **areas**, such as Mattel's Barbie concept **shops**, that feature Mattel products on displays designed specially to fit the new overall Toys R Us...

...declines and studies revealed that many people, particularly busy mothers, had become frustrated with its **stores**.

Focus groups showed us that people found our **stores** hard to **shop**, hard to get around and intimidating, says Mike Gerety, vice president of **store** planning. Like many **retailers**, Toys R Us **stores** had used the warehouse **model** with **merchandise** stacked up to the ceiling and cavernous aisles.

In sharp contrast, the new **stores** feature multilevel gondolas--lower in front, higher in the **center**--making it easy to understand **store** layouts. They also sport bright **colors**, fun theme **patterns** for different **sections** and skylights. A uniform hierarchy of brightly colored signage and interactive displays makes finding things easier.

When you walk into the new **stores**, you can see into every corner and understand immediately how to **shop** it, says Nathan, whose firm helped design the new **stores**.

Toys R Us reportedly set aside \$245 million after taxes on restructuring, part of which...the number of SKUs from 15,000 to 11,000. Because of the way the **store** is set up and product exposed, it looks like a lot more, Gerety says. Customers tell us they're going to **shop** the **store** more often. The new look has been so successful for Toys R Us that the company is planning to build 15 more Concept 2000 **stores** and redesign 55 others in 1997.

**Store As Selling Tool**

Toys R Us is just one of a growing number of **retailers** starting to recognize that the surest way to reach customers these days may be in the **stores** themselves. In an environment of media overload and too many product choices, the **stores** are the only place advertisers can be absolutely sure to find shoppers in a buying mood. All this has made the **store** the most powerful selling tool and gives **retailers** more power than



they've ever had before, says Rex Davenport, editor of P-O-P Times.

Up to 70 percent of all purchase decisions are made in the **store**, according to a study by the Point of Purchase Advertising Institute.

The carefully planned shopping...

...the past. Brand loyalties have gone away, says Davenport. We may respond to an in- **store** coupon, or to finding croutons next to the lettuce. Were much more conditioned to make our buying choices based on something that happens in the **store**.

Scanner technology has also produced irrefutable proof of POPs value by giving **retailers** and consumer product manufacturers up-to-the-minute feedback on the effectiveness of in- **store** displays and promotions. The numbers reveal that in- **store** displays really do sell product. Every time you put something on display, it sells better...

...scanner-based study done by IRI for P-O-P Times showed that an in- **store** display combined with a 15 percent price reduction produced a sales lift of 279 percent.

More impressive, the combined effect of a discount, ad feature, in- **store** display, and feature/display synergy increased average sales by 545 percent.

If the **store** is becoming the ultimate selling tool, the natural evolution is toward a greater variety and more dynamic in- **store** media. A growing number of companies providing place-based media are doing customized television programming...

...based Stopwatch Entertainment Network (SEN) provides entertainment and commercial programming to 1,700 consumer electronic **stores** nationwide. Circuit City and Service Merchandise **stores** play SEN programming on hundreds of television monitors at once. Capturing attention in the **store** is more important today than ever before, says Michael Baruch, Stopwatch CEO. Seeing something on...

...is a much more impactful and creative way of getting a message across.

Major advertisers, **retailers**, and television networks all pay for time on SENs 60-minute digital disks. Visa found the visual tidal wave had a major effect on in- **store** card use. Visa purchases increased an average of 32 percent in **stores** using SEN versus those that did not. I think there is a subliminal effect, says...

...found customers were getting impatient about 20-minute waits at the pharmacy and leaving the **stores**. To keep them in the **stores**, Eckerd is testing SEN programming's ability to amuse waiting pharmacy patients. After a 10- **market** test, the company will consider rolling the program out in its 1,700 **stores** later this year.

Nobody Does It Better

In- **store** media have always produced results, but some categories get a greater lift from POP than...

...of candy/mint sales and 22 percent of beer/ale sales were attributable to in- **store** displays. In contrast, only 5 percent of ice cream, 6 percent of breakfast meats, and 7 percent of coffee sales were due to in- **store** displays, according to trend studies by P-O-P Times.

The beer/wine/spirits, beverage, movie/video/music, and snack products industries topped the rankings of **retailers** that produce the best POP, according to a survey of P-O-P Times readers...

...through POP are also the industries experts say make the most effective use of POP. **Retailers** and suppliers make big-money deals for precious **store** real estate. **Retailers** can and do command kingly sums for space in prominent end-of-aisle locations. **Market** leaders often wield greater

influence as to display placements. Both sides, however, are tight-lipped when asked about the prices paid for this premium **retail** real estate.

Many **retailers** are actually changing **store** formats to accommodate more displays and in- **store** media, says Peter Hoyt, of Hoyt Publishing. They're changing **store** formats, adding more intersecting aisles to double the number of end caps, and widening aisles...

...power spreads, more industries are testing the waters. POP has been a longtime fixture in **grocery stores**, but is a relatively new arrival in hardgoods **stores**, restaurants, and software **stores**. It's hard for the average consumer to go into a **computer store** and make decisions because there are so many variables, Hoyt says. **Computer** companies just in the last two years woke up to the fact that they're selling...

...presentation through POP. Our industry is just getting beyond the infancy stage, says Rebecca Kotch, **retail** merchandising manager. Few companies have the breadth of products in number of categories we do...

...that and put it into one concept setting.

The problem was that Microsoft's status as **market** leader wasn't apparent by looking around the average software **store**. Our products couldn't speak to customers, and they were difficult because they were scattered throughout the **store**, Kotch says. To fix this, Microsoft designed a permanent POP program that streamlines the shopping experience and creates a unified in- **store** space for Microsoft products.

Jockeying for Position

Traditionally, manufacturers have been at the mercy of **retailers** about where their displays go or whether they get placed at all.

Somewhere between 40...

...and Mattel, now are offering point-of-purchase authorized by headquarters or customized to the **retailers** specifications.

POP suppliers are also doing other things to maximize the value of their products for **retailers** so they have a better likelihood of getting placed. They are offering display units that...

...perform a longer-term informational function that takes the onus of customer education off the **retailer**.

More than 90 percent of the point-of-purchase material produced by McLean Packaging of...

...of the pre-packed variety.

It comes ready to place with an optional base so **retailers** have the option of hanging or standing it. Placement is drastically higher for the pre-packed shippers, says David McBride, McLean's marketing director. The **stores** save on labor costs and the brand merchandiser gets one inexpensive unit that is easier...

...percent, while permanent displays account for 40 percent of all POP. The rest is in- **store** media and signage.

Technology-related in- **store** media are playing a greater role in point-of-purchase advertising, partly because costs of...

...bang visual excitement necessary to attract customers, particularly younger customers who are more comfortable with **computers**.

New technology is also being more widely used to inform and involve the customers. If the last wave in **retailing** was to be spectacular by being big, the next wave is being spectacular by being...

...to allow people to try them out.

Frontier Media Group, producer of the Toyo multimedia **kiosks**, is taking one-to-one communication even further. Its 13 **kiosks** at Philadelphia's Core State **Center**, home of the Flyers and the 76ers, do everything from offering sports fans game schedules...  
...virtual views from the selected seats, so buyers will know exactly what they're buying. The **kiosks** are the ultimate in one-to-one communication. Were narrowcasting directly to people who are...

...This is the last stop on the food chain.

This one-to-one communication and **computer** power can help **retailers** find and build relationships with customers. Multimedia Systems & Applications, Inc. (MSA) is among the growing...

...edge technology to create customer loyalty programs at the point of purchase. MSA has placed **interactive kiosks** in shopping **centers** in various states. **Customers** get free membership cards from the shopping **center** information booth. The **shopper** inserts the card, and the machine greets the customer by name and guides him through a brief survey using the touchscreen. The **kiosk** dispenses coupons based on the **customers** preferences and provides information on specials from **center retailers**. This way **retailers** can solidify their relationships with customers, so those **shoppers** are comfortable about shopping that **center** and remain loyal to that **center**, says Greg Joe, president of the Irvine, California-based MSA.

A points program also rewards customers for each dollar they spend in the **center**. This purchasing history gives **retailers** and the **center** valuable information about a **customers** preferences and shopping habits and allows **retailers** to follow up with mailings directly to customers who express interest. This brings measurability to the table for the first time for many **retailers**, Joe says. We help **centers** identify their best **customers** and show them consistently on a month-to-month basis that they are keeping those **customers**.

Shopping **center clients** seem to agree. Our **customers** say that the **kiosk** program actually helps them make the decision to come to our mall instead of a competing **center** five miles away, says Pat O'Brien, marketing director for Lakewood **Center** Mall, a 240-**store** shopping **center** near Los Angeles. Except for special events, O'Brien says the mall uses no other print advertising and is now able to target all promotions directly to in-mall traffic.

**Interactive kiosks** and other technological advancements can enhance the attraction and involvement power of POP, but experts...

...a panacea. Given budget constraints, the least expensive POP is still the most widely used. **Retailers** are also wary of **computers** and electronic displays, which are known to break down.

Technology will work in direct proportion...

...says Hoyt, pointing out another obstacle. More POP with lights and buzzers can add to **store** clutter, further distracting or even turning off customers. This is another reason chains like Wal...

...one thing is clear. The increasing role of POP corresponds to the increasing role of **stores** in the purchase decision-making process, a trend that is not likely to change soon.

**Stores** are not simply places to buy anymore, but the last medium that can persuade people to buy. POP lives in **stores** where customers are standing with their wallets out, ready to spend, says Davenport.

Its the...

19970400

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06724724 SUPPLIER NUMBER: 14481295 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Strategic partnerships; retailers and manufacturers forge closer linkages in merchandising, product development, advertising, order fulfillment and distribution.**  
Blackwood, Francy  
HFD-The Weekly Home Furnishings Newspaper, v67, n39, pS1(3)  
Sept 27, 1993  
ISSN: 0746-7885 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2531 LINE COUNT: 00210

**Strategic partnerships; retailers and manufacturers forge closer linkages in merchandising, product development, advertising, order fulfillment and distribution.**

ABSTRACT: Partnering between home furnishings **retailers** and suppliers is fast becoming a key business model for the 1990's. Partnering between...  
... for the '90s and beyond." Strategic partnership indeed has emerged as the compelling model for **retailing**, as the industry approaches the 21st century.

**Retailers** and suppliers are joining forces on unprecedented levels--exchanging up-to-the-minute sales and...

...than ever before to develop and implement strategic plans.

"Partnership concepts are changing the way **retailers** and suppliers conduct their business," JC Penney chairman W.R. Howell said at the National **Retail** Federation (NRF) convention this year.

Strategic partnership is the latest buzz in **retailing**, but it's rooted in time-honored relationships between merchants and manufacturers. "Strategic partnering--although not called by that name--has been around in **retailing** and manufacturing circles for all 35 years of my time in the business," R.H...

...of the 1970's Monday-morning phone call from the buyer." In those days, the **retail** buyer would call his supplier with anecdotal weekend sales reports from a few **stores**. "That phone call of the '70s was the precursor of our EDI links of the '90s," Handler said.

Indeed, the electronic data interchange systems and **computer**-aided quick-response programs that emerged in the 1980s set the stage for strategic partnering in the 1990s.

"Technology breakthroughs in recent years have given **retailers** and manufacturers the ability to exploit, professionalize and maximize partnerships to an unprecedented level," Handler...

...in the '90s cannot be successful without the use of state-of-the art technology. **Computers** and software are giving us real-time data on what our customers want and allowing...

...beyond the early parameters of EDI, which initially focused on electronic exchange of purchase orders. **Retailers** and manufacturers today apply high technology to electronic invoicing and remitting, advanced-ship notices and...

...will define how companies interact."

High-tech communication between merchants and manufacturers was pioneered by **retail** giants such as Wal-mart, which has electronic hookups with all 5,000 of its...

...Procter & Gamble on staple products, which began in 1985, signaled a new competitive challenge in **retailing**. Along with early Far East manufacturing relationships established by such **stores** as The Gap and The Limited, the Wal-Mart/P&G alliance put all **retailers** on notice that to compete they would have to change their vendor relationships, Salmon said.

The power of dominant **retail** giants like Wal-Mart and Kmart--along with the growing strength of warehouse clubs and category-killers, and the consolidation among **department** stores --has forced manufacturers to rethink their relationships with reetail accounts.

"There's an ongoing consolidation at **retail**. **Retailers** want to deal with a fewer number of suppliers who can provide a broader range...

...Bissell Inc.

In addition to a broader range of products from a leaner vendor roster, **retailers** want greater support from suppliers in efforts to control inventory, reduce out-of-stocks, increase...

...said Bissell. "The ante has gone up. It's incumbent on us to understand what **retailers** need to succeed."

There's nothing new about the fundamental **retail** goals of the 1990s--as they have for years, merchants want to increase sales, cut costs, boost margins and improve **market** share. But **stores** and suppliers are setting higher and more specific standards, they're measuring performance more scrupulously...

...president Barger Tygart said at an NRF symposium on strategic partnering. "To improve sales and **market** share, we have to give the customers what they want."

About 80 percent of Penney...

...program developed in partnership with Haggar Apparel Co., Penney accelerated delivery of stock to the **retail** floor. In November of last year, the time from order to **store** receipt of Haggar merchandise averaged 18 days, about 10 days better than comparable suppliers. Moreover...They improve customer satisfaction by having what she wants when she wants it."

Although the **retail** leaders in strategic partnering have hundreds or thousands of **stores** (with the buying power and resources to match), smaller **retailers** are getting into the partnership act as well.

With 27 **stores** scattered throughout the United States and a strong fashion business that relies on a large...

...those guidelines alone, Neiman Marcus was able to reduce data-entry keying in its receiving **department** by 97 percent and cut its replenishment cycle in half.

Macy's came somewhat late to the high technology that enables strategic partnering. But the **department** **store** is now moving decisively to set up partnership systems. "Strategic partnering is a priority at Macy's," Handler said.

In **point -of- sale** **systems**, the chain is buying new hardware or upgrading existing equipment to caputer and transmit all merchandise-related information, from order to final sale. The project should be complete in all **stores** by spring of 1994. The cost to Macy's: \$65 million for hardware alone.

The **department** **store** has between 250 and 350 vendors up and running on a basic-item replenishment system...

...Over the next two-and-a-half years, the company plans to upgrade MIS and **computer** links with customers and to expand the high-tech capability of its design **department**.

Advanced technology and quick response programs facilitate closer

ties between WestPoint and its customers. "We...

...to coordinate production planning, inventory management and distribution schedules more quickly and more accurately.

CAD ( **Computer** Aided Design) technology installed last year at WestPoint saves time, reduces costs and sets the stage for greater **retail** involvement in product design. CAD makes it easier for **designers** to modify **patterns** and **color** schemes, and allows the **design department** to execute in hours projects that used to take weeks.

The **computer** aided design system also enables better coordination of product design with the creation of promotional literature and advertising. In the near future, the company will work with **retailers** on-line, transmitting designs electronically for quick feedback and more efficient and responsive product development...

...only strengthens our leadership position."

Hagger Apparel has applied technology to a broad range of **retail** partnerships. Thirty percent of Hagger's customers are remitting electronically, 45 percent use advance ship...

...order transmission system.

Partnering to improve logistics has yielded impressive results for Hagger and its **retail** accounts. Shipping to **retail** service **centers** to take four to 10 days; now it takes only about one day to get merchandise to service **centers** and out to the **stores**.

In- **store** processing time once averaged three to four days; now the time from receipt to selling...

...a manufacturer of bed pillows and comforters, developed a complete line of packaging and a **point -of- sale system** for a leading **retail** specialty chain. Working hand-in-hand with the **retailer**, the manufacturer customer-designed an exclusive line of packaging for all merchandise in the category, including that of Pacific Coast's competitors. Together, the manufacturer and **retailer** designed custom fixtures, signage and sample presentations for the entire **department**.

"Meaningful partnerships involve getting the right product in the right way to the consumer--building...

...together for a drink after work," said Tygart at JC Penney. "It means actually sharing **market** information about customers and about how you can improve **market** share and sales."

Strategic partnership takes up **retailer** -vendor relationships to a higher level. "Partnering has always existed, but the way it's...response are givens. Strategic partnership goes way beyond that," said Bissell. "You have to understand **retailers** ' strategic goals. What do they want? Margin? Traffic? Volume?"

Moreover, true strategic partnership is a...

...strategic partnering, "the interface between the companies expands tremendously."

Where the contact between manufacturer and **retailer** once was limited to the buyer-sales rep relationship, it now extends to management, distribution...

...counterparts are on a first-name basis.

At Ekco, for example "our warehouse people visit **retailers** ' distribution **centers** ," Rosner said. Although true strategic partnerships are multilevel and multifunctional, they "have to work from...

...on shared risk and reward. A key component of partnering is a "profitability commitment," Federated **Department Stores** chairman Allen

Questrom said at the NRF convention. "In a partnership, both [sides] have to...

...about our business," he said.

According to Robert Zimmerman, a partner and chairman of the **retail** industry program at Coopers & Lybrand, partnership is actually one form of a new approach to...

DESCRIPTORS: Department stores --  
19930927



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01289419 Supplier Number: 43045132 (USE FORMAT 7 FOR FULLTEXT)  
**Selling Storage:** Retailers **embrace** new merchandising approaches to stay competitive in home organization  
HFD-The Weekly Home Furnishings Newspaper, v0, n0, p60  
June 1, 1992  
ISSN: 0746-7885  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1924

**Selling Storage:** Retailers **embrace** new merchandising approaches to stay competitive in home organization

... Fla. - With home organization sales growing at rates of 15 to 20 percent per year, **retailers** from all channels of the trade are positioning **stores** visually to capture a larger slice of the pie.

Home **centers** are working with interactive displays and expanding **departments**. Traditional deep discount **department stores** are emphasizing **fashion patterns** and **colors** in fabrics and plastics. Discount drug chains are slashing prices. Even **supermarkets** are jumping on the home organization bandwagon with seasonal promotions.

Each of these classes of...

...and organization, compact disc and electronic media storage, municipal recycling and waste containers - each dynamic **markets** in their own right.

These **markets** will continue to grow, according to both **retailers** and vendors. With today's fast-paced lifestyle and an increase in single-parent households...

...more by economic pressures are investing in sprucing up their living environments. In increasing numbers, **retailers** are expanding product assortments. Home **centers**, once a bastion of ready-to-assemble wire and wood storage systems, are now placing...

...storage products and recyclers on end caps or in product stack-outs on aisles. Drug **stores** and **supermarkets** that once focused solely on plastics, are carrying small dump displays of wire accessories. Traditional ...

...expanding beyond plastics and fabrics into full wire and wood storage systems.

As lines between **retail** distribution channels become more indistinct, merchandising and visually positioning **stores** has become a business imperative.

Today, home organization and storage manufacturers are offering a wider variety of merchandising materials than ever before: interactive displays and products; **computers** that allow consumers to custom design closets in- **store**; redesigned packaging; power end caps for in-and-out seasonal promotions; transparent color tints on...

...of the new merchandising opportunities in home organization that are shaking the foundations of mass **retailing**. "The days of stack it high and watch them buy are gone," said Joseph Ettore, president and chief operating officer of Stuarts **Department Stores**, a Massachusetts-based discount **department store** chain. "Much of the traffic in mass merchants today is ad-driven. But if you don't have a nice **store**, one that is visually appealing and conducive to making a consumer buy, you're going..."

...trends won't be in business long," added Robert Verdisco, president of the International Mass **Retailing** Association (IMRA). "Different formats are evolving in mass **retailing**. There is increased competition from deep discount drug **stores** like Phar-Mor and even from **supermarkets** and home **center stores** like Home Depot. How these new formats position themselves against their competition is tremendously important."

The focus of IMRA's recent convention was adapting new merchandising solutions to **retailing** problems - Making Consumers Stop, Look and Buy. At the convention Ettore gave the introduction to a session titled "Visually Positioning Your **Store** for the '90s."

Ettore recently finished remodeling his chain based completely on input from consumer focus groups.

"It used to be that so called '**retailing** geniuses' would get together and decide what a **store** should look like," said Ettore. "Fourteen months ago, we started holding consumer focus groups to determine how consumers perceived our **stores**. We remodeled right off of those reports."

Changes at Stuarts included expanding **Children's**, Home **Furnishing** and Housewares **departments** and reducing the size of Paint, Hardware and Auto **departments**.

"We played to what **consumers** perceived as our strengths," said Ettore. "The **departments** we reduced, were turned into convenience **stores**. People won't **shop** us and buy 6 gallons of paint, they'll go to a paint **store**. But they might need a small can of paint for a touch-up around the ...

...customers were female," he said. "They're shopping on price, but the presentation - in the **store** and in the home - is just as important as a bargain."

Stopping with Fashion  
There...

...Barth & Dreyfuss, a kitchen textile manufacturer. Corr-Pak carries licenses from Fieldcrest Canon and the **Center** for Homewares Design.

Each of ...types of storage products are also starting to target a female audience.

In the Home **Center** and DIY (Do-it-yourself) channels, two channels perceived as having a predominantly male audience, storage manufacturers are starting to gear merchandising toward women.

"Home **centers** are really starting to attract a mix of consumers now," said Martin Snider, president of storage vendor MSA Products. "By going after the female **consumer**, home **centers** have the greatest opportunity for growth in this category."

Snider said an increase in the...

...been female," said Terry Putty, marketing manager for Clairson International, Closet Maid. "We just completed **market** research that shows that at least two thirds of our customers are female."

Putty said...

...looks to hard to assemble."

Wire storage vendor Lee Rowan addresses this issue by offering **retailers** its Closet CAD, an in- **store computer** design program. Kent Heltne, sales manager explained how the program works.

"The consumer gives the **retailer** basic storage information such as how big their closets are or how many shoes they need to **store**," said Heltne. "The **retailer** then custom designs a closet using the many wire shelving, basket system or wood laminants storage systems that are available."

The **computer** design project has been so successful that Lee Rowan is taking the **computer** concept one step further, said Heltne.

"In the near future, we'll be introducing an interactive **computer** consumer display," he said. "The program has already been written and the formats are already..."

...give no further details on the upcoming merchandising display.

Touching on Plastics

In the Home **Center** and DIY channels, **retailers** have ample space to commit to interactive and live product displays. Home organization **areas** can be as large as 144 linear feet.

Many traditional deep discount **department stores** cannot possibly devote that kind of in-**store** real estate to home organization. Still, interactive products are starting to find their way into...

...merchandising standpoint," Blouin said. "The first is to use one solid color in a prominent **area** as a billboard for the entire **department**. The other way is to create a ribbon effect which shows a rainbow of colors..."

...year is the use of translucent color tints. Frem, one of the innovators in this **area**, is expanding translucent tints in its Balloons Line beyond primary colors and into colors like...

...manager for Frem. "In other ways we have become proactive with color. In fact, many **retailers** are coming to us to develop custom colors for a unique in-**store** look."

Color, fashion, interaction and new audiences are all key to merchandising home storage and...

...is by no means complete.

Next week, HFD will look at power end cap displays, **seasonal** promotions, **sectioning** display **areas** and one **retailer** that's taken a bulk mass merchandising concept into a specialty **store** format.

COMPANY NAMES: Clairson International Corp.; Frem Corp.; Lee/Rowan Co.; Schulte Corp.; Sterilite Corp.; Stuarts **Department Stores** Inc.

EVENT NAMES: 650 (Sales & consumption); 270 ( **Retail** & services management); 240 ( **Marketing procedures** )

PRODUCT NAMES: 3079920 (Plastic Storage Units); 3496990 (Other Wire Products); 2449000 (Wood Containers NEC); 5331200 (Discount **Stores** ) ; 3079940 (Refuse Bins & Carts-Plastic)

...NAICS CODES: Fabricated Wire Product Manufacturing); 32192 (Wood Container and Pallet Manufacturing); 445299 (All Other Specialty Food **Stores** )

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Set	Items	Description
S1	2268796	RETAIL?
S2	9529132	MARKET? ?
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S4	463649	SHOP? ?
S5	299039	SUPERMARKET? OR GROCER? OR WHOLESALE() (CLUB? OR OUTLET?)
S6	1031050	(METHOD? ? OR SYSTEM? ? OR PROCESS?? OR PROCEDURE? ? OR TECHNIQUE? ? OR MODE? ?) (5N) (MERCHANDIZ? OR MERCHANDIS? OR MARKET? OR PROMOT? OR ADVERTIZ? OR ADVERTIS? OR POINT?(2W) (PURCHASE? OR SALE?))
S7	4883887	PARTITION? OR SECTION? OR ZONE? OR DIVISION? OR SECTOR? OR KIOSK? OR DISTRICT?
S8	7426898	DEPARTMENT? OR HUB OR HUBS OR CENTER? OR CENTRE? OR AREA? ? OR CENTRAL()PLACE?
S9	101504	(CARPET? OR TILE? OR WALL? OR FLOOR? OR COLOR? OR COLOUR?) - (5N) (PATTERN? OR DISTINCT? OR DISTINGUISH? OR ACCENTUAT? OR INDICAT? OR CODE? OR CODING OR IDENTIF? OR DESIGN? OR DECORAT? OR PATTERN? OR CHARACTERIST? OR DESCRIB? OR DESCRIP?)
S10	7655155	CUSTOMER? OR CONSUMER? OR SHOPPER? OR BUYER? OR STORE()GOER? OR STOREGOER? OR CLIENT?
S11	2121011	CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIZ? OR INDIVIDUALIS? OR PERSONALIZ? OR PERSONALIS? OR SPECIALIZ? OR SPECIALIS? OR (CUSTOM OR TAILOR) () (MAKE? OR MAKING OR MADE) OR CUSTOMMA? OR TAILORMA?
S12	1085889	CHILDREN? OR CHILD?? OR TOT OR TOTS OR PRETEEN? OR PRE()TEEN? OR YOUTH? OR YOUNGSTER?
S13	378926	YOUNG()PEOPL? OR KINDERGARTEN? OR DAYCARE? OR DAY()CARE OR TODDLER? OR INFANT? OR NEWBORN? OR BABY OR BABIE?
S14	3983340	COMPUTER? ? OR CPU OR CPUS OR CENTRAL()PROCESS? OR PROCESS-?()UNIT?
S15	1652841	WORKSTATION? OR WORK()STATION? OR TERMINAL? ? OR SERVER? ? OR DESKTOP?
S16	5867082	INTERNET? OR ONLINE? OR WORLD()WIDE()WEB OR ELECTRONIC() (SHOPPING OR COMMERCE OR BUSINESS)
S17	75299	(EDUCAT? OR MARKET? OR PROMOT?) () (MATERIAL? OR BROCHUR? OR PAMPHLET?) OR COMBIN?()SERVIC? OR (PUBLIC OR GUEST) ()SPEAKER?
S18	3200572	DEMONSTRAT? OR ACTIVIT? OR SOCIALIS? OR SOCIALIZ?
S19	930527	INTERACTIV? OR MULTIPURPOS? OR MULTIUSE? OR MULTI() (PURPOS? OR USE OR USES) OR HYGIEN?
S20	1965437	CAFE? ? OR FOOD? OR APPLIANC? OR FURNITUR? OR FURNISHING? - OR TOY OR TOYS
S21	1338464	PERSONAL() (HYGIEN? OR CARE?) OR CLOTHING? OR CLOTHES? OR SHION? OR SEASONAL? OR PROMOTIONAL? OR LIBRAR?
S22	5324	S1:S5 AND S6 AND S7:S8 AND S9
S23	3979	S22 AND S14:S16
S24	2752	S23 AND S1:S5(5N)S6
S25	624	S24 AND S7:S8(5N) (S9:S13 OR S17:S21)
S26	116	S25 AND S11(5N) (S7:S10 OR S12:S13 OR S17:S21)
S27	83	S26 AND PY<2002
S28	61	RD (unique items)

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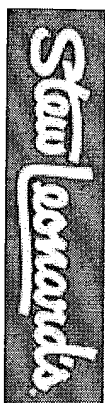
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August 16, 2004

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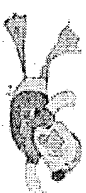
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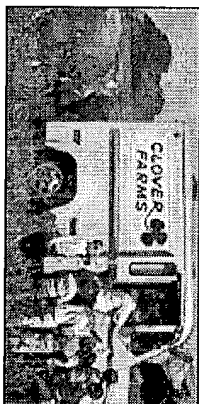
## Company Background

From its humble beginnings as a small dairy store founded in 1969 with seven employees, Stew Leonard's has grown to become not only the World's Largest Dairy Store, but one of the most renowned grocery stores, with annual sales of nearly \$300 million and almost 2,000 Team Members. In addition to the headquarters store in Norwalk, Conn., Stew Leonard's has stores in Danbury, Conn. and Yonkers, N.Y., with a fourth store planned for 2004.

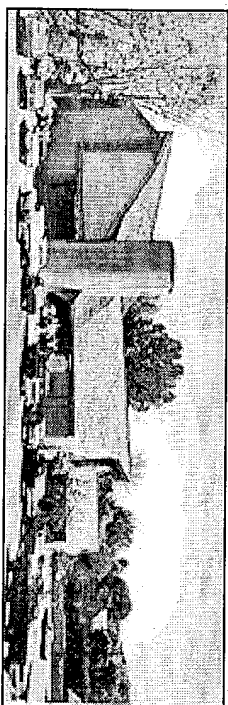


Charles Leo Leonard

Stew Leonard's history can be traced back to the early 1920s, when Charles Leo Leonard started Clover Farms Dairy in Norwalk, Connecticut. It was a state of the art dairy by the standards of the time - with a pasteurizing and bottling plant, and fresh milk delivered daily by trucks that had plastic cows on the front that "mooed" for the neighborhood children.



In the late sixties, Stew Leonard, Charles' son, realized the milk delivery business was going the way of the horse and buggy.



Opening Day 1969

He knew it was time to start something new was driven home when the state informed him that Clover Farms Dairy was in the path of a new highway. Stew Leonard's dream was to build a retail dairy store where children could watch milk being bottled, while mothers did their shopping in a farmer's market atmosphere. In December

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Stew Leonard Sr. Founder

1969, Stew Leonard's opened its doors - a 17,000 square foot store carrying just eight items.

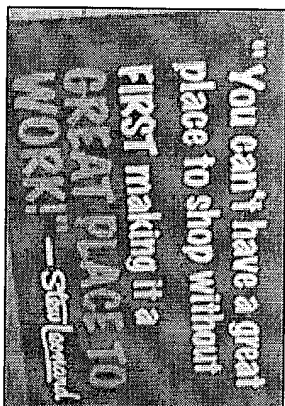
Stew Leonard's has grown at an amazing pace - and 30 additions have since been added to the original store. Stew Leonard's has taken the fresh dairy concept and expanded into meats, fish, produce, bakery, cheese and wine. Unlike traditional grocery stores that sell an average 30,000 items, each Stew Leonard's store carries only 2,000 items, chosen specifically for their freshness, quality and value. Stew Leonard's has remained a family business. In 1987, Stew Leonard, Jr. - Stew's son - took over the reins and is now President and CEO. Son Tom opened the 2nd Stew Leonard's in Danbury Connecticut in 1991.



His daughter Beth founded the famous Bethy's Bakery and heads up the Gift Center. Daughter Jill is Vice President of Culture and Communication. The success of this family-owned business and their legion of loyal shoppers is largely due to their passionate approach to customer service: "Rule #1 -- The Customer is Always Right"; Rule #2 - If the Customer is Ever Wrong, Re-Read Rule #1." This principle is so essential to the foundation of the company that it is etched in a three-ton granite rock at each store's entrance. In order to create happy customers, Stew Leonard's is also recognized for their management philosophy: "Take

Stew Leonard Jr. CEO and the famous Rock

good care of your people and they in turn will take good care of your customers." It is this philosophy that has helped earn Stew Leonard's ranking on FORTUNE Magazine's "100 Best Companies to Work For in America" list for two years..



Stew Leonard's was dubbed the "Disneyland of Dairy Stores" by the New York Times, because of its own milk processing plant, costumed characters, scheduled entertainment, petting zoo and animatronics throughout the stores.



The company has received worldwide acclaim for excellence in customer service and quality and is featured in two of management expert Tom Peter's books: A Passion for Excellence and Thriving on Chaos. In 1992, Stew Leonard's earned an entry into The Guinness Book of World Records for having "the greatest sales per unit area of any single food store in the United States."





The Leonard Family  
Beth, Marianne, Stew Sr., Jill, Tom and Stew Jr.

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## Ten Specialty Stores Under One Roof

Updating, remodeling or renovating? EXPO Design Center was created to help you define and complete your project beautifully, affordably, and exactly as you want it to be. Inside, you'll discover ten specialty stores overflowing with design ideas and loaded with brand name items for your home. It's truly like nothing you've experienced before. There's so much to see, so you'll appreciate the help of our knowledgeable specialists.

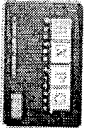
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- ▶ Tile, Stone & Wood Flooring
- ▶ Appliances
- ▶ Carpet & Rugs
- ▶ Decorative Fabrics & Window Treatments
- ▶ Custom Closets & Organization
- ▶ Decorative Accessories
- ▶ Outdoor Living

## Infinite Possibilities

Just imagine. And if you need help seeing the big picture, come into EXPO Design Center and consult with any of our professional and knowledgeable associates. Ask questions, bounce ideas and dream of the possibilities. Bring in paint swatches, fabric samples, wallpaper, photos, whatever and we'll turn them into a tangible plan for your home. Find out about our many convenient in-house services, from project planning and design to in-home consultation and measuring. Plus, we offer unbeatable installation services. Large or small, we'll work with you on your next project from start to finish to create your ideal home - at your ideal budget.

## Specialty Stores

Kitchens

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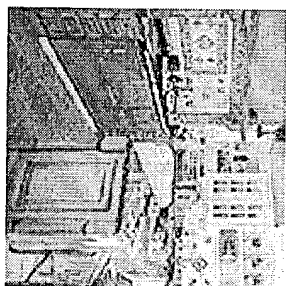
**The EXPO Consumer Credit Account**  
Apply today, start your design project tomorrow.



**See EXPO's Catalog Online**  
Find our latest issue here and register to receive EXPO communications.

Come into EXPO and discover the key ingredients to creating your dream kitchen.

- Walk through dozens of trend-setting kitchen displays
- Choose from quality brands like Fieldstone®, Paris™ and QuakerMaid™
- View our countertop options including granite, Silestone® and Corian®
- Take advantage of our professional design and installation services



## Baths

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Visit EXPO Design Center and transform your ordinary bath into a luxurious spa.

- Touch and feel dozens of fully designed bath displays in every store
- Choose from featured brands like Jado®, Kohler®, American Standard®, Porcher® and Pegasus®
- Select from an amazing variety of faucets, cabinet hardware, door knobs and decorative handles
- Take advantage of our professional design and installation services

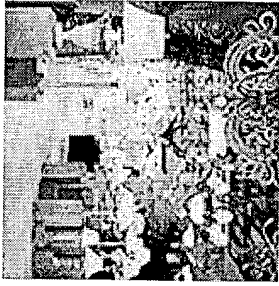


## Lighting & Lamps

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See your home in a whole new light. Visit your nearest EXPO for some bright ideas.

- Let our lighting specialists help you select the right lighting for your home
- Choose from quality brands like Schonbek®, Dale Tiffany®, Van Teal™, Fine Art™, Kichler® and Trend®
- Have our experts work with your blueprints to design lighting for any project
- View our wide selection of ceiling fans and outdoor fixtures on display
- Take advantage of our installation services

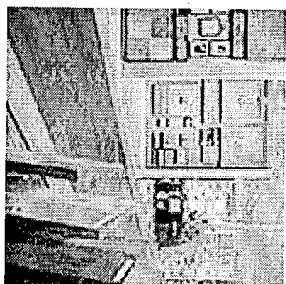


## Tile, Stone & Wood Flooring

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Create a masterpiece for your home. Your nearest EXPO can help.

- Select from our assortment of tile, natural stone, slate and wood
- See our wide selection of hand-painted ceramic tiles, floor medallions, borders, backsplashes and mosaics
- Browse our displays of exotic and eye-catching



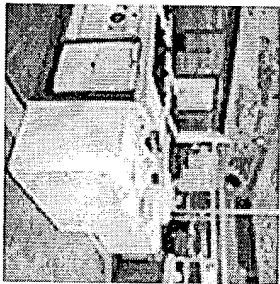
- hardwoods
- Take advantage of our installation services

#### Appliances

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Bring cutting-edge looks to the heart of the home. Visit EXPO to see our incredible showroom.

- Inspect a wide selection of built-in appliances
- Choose ovens, ranges and refrigerators from brands like Dacor®, Thermador®, Miele®, GE Monogram®, Jenn-Air®, Whirlpool®, KitchenAid™, Maytag®, Bosch™ and others
- Take advantage of our delivery and installation services

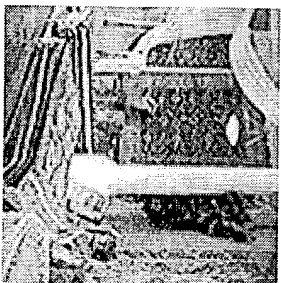


#### Carpets & Rugs

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Find all the floor covering you need in one place. Visit EXPO Design Center for endless options.

- Choose from sisal, saxony, windswept, cut-and-loop and berber carpet styles
- Select from quality names like Karastan®, Fabricea®, Masland™ and our exclusive Magee™ brand
- See our fine handmade rugs: Persians, Chinese silks, Aubussons, Tibetan wools, wovens and more
- Take advantage of our professional installation with a quality carpet cushion

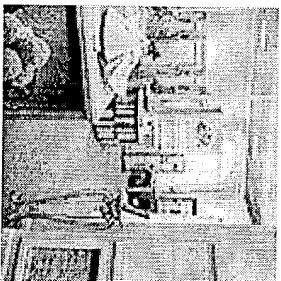


#### Decorative Fabrics & Window Treatments

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Your window of opportunity awaits you at the nearest EXPO Design Center.

- Take advantage of our custom services: measuring, designing, fabricating and installing custom-made draperies, shades, blinds and shutters
- Choose from our in-stock selection of readymade draperies and drapery hardware
- Select from over 10,000 fabrics for custom-made



- draperies, slipcovers and bedding
- Let us help you with furniture reupholstering, wall covering installation and faux finishing
  - Choose from fine brand names like Robert Allen®, Hunter Douglas Window Fashions®, Levolor® and Ralph Lauren®

### Custom Closets & Organization

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Get organized and stay organized with custom storage solutions from EXPO Design Center.

- Dress your closets to fit your specific wardrobe
- Create a home office designed to meet all your needs
- Organize your garage to neatly store tools, equipment and sporting gear
- Choose from an array of special doors, drawers, cabinets, racks, bins and more
- Take advantage of our professional closet design services

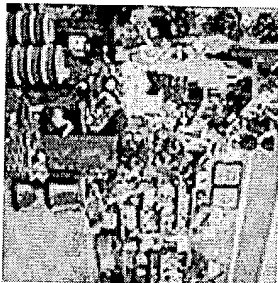


### Decorative Accessories

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Dress every room with distinctive home accessories and silk plants from your EXPO Design Center.

- Freshen your decor with decorative vases and containers in all sizes and shapes
- Browse our huge selection of silk plants and flowers
- Decorate your sofas and chairs with pillows in a variety of fabrics and colors
- Choose elegant framed mirrors for every room and every style
- Look for unique accents like ornamental wood screens and distinctive candelabras

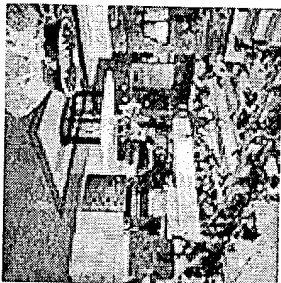


### Outdoor Living

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Visit EXPO and extend your interior design to the exterior of your home.

- Choose from an array of patio sets in teak, cast aluminum or extruded aluminum
- Custom order your sling or cushion patio set in a variety of fabrics, finishes and sizes
- Select from over 20 in-stock barbecue grills by Weber®, DCS™, Ducane™ and others
- Decorate your outdoor living area with a variety of outdoor accessories, pottery and seasonal items



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